

Climate Change, Environmental Management and C.S.R.

Dr. Prajakta Prashant Shinde*

Assistant Professor in English, Dr. Tatyasaheb Natu College of Arts and Senior College of Commerce, Margtamhane, Maharashtra, India.

*Corresponding Author: prajaktashinde428@gmail.com

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ABSTRACT

For the attainment of perpetual economic growth of this whole universe, all the possible sectors contributing should be kept in the rational harmony. The thought, we are the integral part of this sustainable ecology, should be underlined because in the urge of profit maximization, globalized business and industries are attaining extreme negativity in treating the whole ecology. Ethical values are in compromising state and financial achievements are becoming top rank priority. To bring awareness, the thoughtful conceptualization of 'Corporate social responsibility' evolved and its international framework draws inch to inch boundaries for the people giving cold shoulders to their ethical and moral responsibilities towards sustainable growth of ecology. Profit and its maximization in the global economy is no doubt very essential aspects but if these profit maximization policies are giving potential threat to the sustainable growth and development of ecology, rethinking of C.S.R. framework needs a lot. One more addition to this is C.S.R. shouldn't be thought as the philanthropic approach, as it was emerged primarily, but an epitome of human existence. The paper investigates C.S.R funds, companies allotting every year for environmental management in the nearby area and the things on the top priority in their list. This investigation will provide the researcher with the thought process of the companies and their agendas. This will clear the outlook and comprehension of ecological perspectives. It will be very evident that different companies and businesses may think very diversely and the resolutions will also be potentially different and unique about the same ecological problem. In the nutshell, plurality of thinking about managing C.S.R. will explicitly owe to the unique approaches. These diverse approaches may pave our way to the hidden dimensions explored in the journey of managing C.S.R. in interest of climate change and environmental management as we have to follow the paths of inclusive global economy. Nothing can be separated from the organic body of ethics and sustainable growth of the whole universe. The data required for analysis has been referred from the scholarly articles and research papers available on Scopus Database journals and books. The paper will be ended with the visionary approach of investing C.S.R. funds more authentically.

Keywords: Climate, Environment, Ethics, Perpetual Growth, C.S.R. Funding, Global Economy.

Introduction

When it comes to the global economy, it becomes an integration of all countries expanding economies. (Casagrande and Dallego, 2024; Zhang et al., 2024) Big business houses premise and ambitious industrial projects are not only increasing in their sizes but also selling their sense of responsibility in short. (Shrivastava J, 2012, Fooks G., Gilmoie A., et. al. 2012)

When it is race of turnover and capturing a peak position, ethics and morals are the very first soldiers to accept martyrdom. (Chang Jin Yu and Yoo Jae Wook. (2023). Business sizes are incessantly increasing and visibly tall in their ranks with the ready assistance of monstrous technologies and scientific

inventions. Since they have been largely contributing to the surprizing growth of global economy, negative impact on the universal ecology, deliberately or non-deliberately, was connived. (Ben Etim Udoh, Enemuoy Joy Ifeoma & Emmanuel Samuel Udo, 2026) But ecology always gives us indicator when we are on the borderline of impediments. Human race is wise enough to comprehend these indicators and run for reformative measures. (Parmar T.K., RautaniD.,&Agrawal Y.K.,2016) Here comes the philanthropic approach in the garb of C.S.R. C.S.R. is the best example of such witty measurement taken for long-lasting survival of human race.(Vishwanathan P., Oosterhout H(J) Van., Heugens P.P., Duran P.(2019).For expansion of global economy, the business houses and industries, relentlessly, invading the boundaries of nature and in the forms of natural calamities like floods, draughts, tsunamis, volcano eruptions, ozone layer depletion and falling level of oxygen in the environment suffocate all ecology. Here comes the twist and on the alarming call, the concept of corporate philosophy comes into existence. (Haitao Yu., Bansalt., Arjalies D-L(2022) . If we keep extracting natural resources continuously, total collapse of the ecology is an obvious fact. C.S.R. assists potentially to the bring realization about ecological balance and environmental management boosts intentional welfare of the total ecology. (P. Tyas ,Syavinatusshara G., Habil A.I., 2024). Global ecology and economy should go hand in hand complementary growth will replenish all bygone losses.

Rallies India Ltd., Lote MIDC, has taken an initiative in exploring the possibilities in farming, horticulture, dairy business and empowering women by serving them with the availability of drinking water in their houses. The company utilises 2% of the profit in community interest programs, Jal- Dhan and Jal – Mitra.

The companies are utilizing 2% of the total profit in C.S.R. activities to showcase alignment of business goals and their moral responsibilities. Rallies India Limited has been procuring greatly in recharging groundwater and soil conservation under Jal- Dhan as per their business report (2024). So, in natural resource management the company scores good and the vision should get more highlight for motivational aspects. The agricultural drives get potential fillip through farmer connect programs. In FY 2024-25, volunteering hours are being increased to serve the community purposes meticulously. A detailed comprehensive outlook about the C.S.R. has been put at the centre to measure the circumference of the venture and its utility in future.

The study significantly intentional about the discussion of strengthening of agricultural drive of the nearby villages through Jal- Dhan and making villages blissful through hydro power, Jal-Mitra. Such deliberations can bring equilibrium in economic and ecological perspective. The philosophical doctrine will efficiently guide the business world in philanthropic approach; the whole world strives recently for. As Rallies India Limited has politely invested efforts in guiding the rural farmers of Lote region in water harvesting and utilizing irrigation facility to improve yield, the example is set to follow footprints amicably.

Literature Review

Climate change, environmental management, policy framework for guarding the total ecology are the prime subjects to think over. For serving the population with good lifestyle, global economy strives. The business world thrives on sustainability available on this globe but if it will remain the same, is the potential question. The present research paper has been presenting the endeavours taken by Rallies India Limited to serve the benefits of ecology and to make the lives of villagers enduring through the C.S.R. activities. The company has been potentially investing the mindful efforts in assisting farmers, the businesses like horticulture dairy and tourism and the insightful effort towards women. In real sense, the C.S.R. activities of Rallies India Limited have been not only boosting farmers, horticulture, dairy and tourism business but also empowering the total economy through improved ecology.

Researchers stuffed the definitions with handy meanings of the terms like climate change, environmental management and C.S.R., the three key elements studied throughout in this paper.

The concept of C.S.R. can be traced back in 1930's, as asserted by Carroll AB in 1979, that the evidences were being cited that few businessmen were thoughtfully getting involved in social responsibilities so they could how their concern with the society. Ramgouda P. (2023) precisely framing C.S.R. facility as the alignment of business operations with social values and through such prudence, the companies are aimed at socioeconomic development of the community.

Zutshi and Sohal (2004) strongly opinionated that the most important benefit obtained through Adoption of Environmental Management System (EMS) once get employee involvement is 'morale building within the organization' and 'achieving the customers' expectations.Nel J.G., Kotze L.S. (2009)

expressed point of view aptly in his book chapter "Environmental Management: An Introduction", as EMS is not the management of environment but is instead a management of governance strategy that derives its authority from well-established legal mandate.

Hengkey et. al (2018) deliberates in asserting about the ISO 14001 EMS standards which will be graciously attained only when pursued continuously for the improvement of their environmental performances by following a 'plan –do-check-up-act' principle and in addition, for the concern of global environmental impacts and climate change, the ISO 14001 standard intends to illustrate organizational commitment to sustainable production process.

Abbadi S.T. and Mohamad M.A., (2024) summarised the concept of EMS as in the companies' environmental management program survey, Petulla suggested three categories of environmental management, crisis- oriented, cost-oriented and enlightened.

In this era of globalization, every company seeks people validation and acceptance for long run growth and market sustainability coefficient which is duly acknowledged by Ong T.S. et al. (2019) in his research work as companies often expect to increase their profits through C.S.R. behaviour and EMS certification.

Global trends are changing in garbs and management tools are also changing in response as per Lin W.L., Ho,J.A. and Samsivam M (2019) emphasized in their study that in response to the global trends of environmental protection and social responsibility, more and more companies have implementing suitable management tools and C.S.R. gained momentum in the business world. So, firms are gaining popularity on the margins they invested in societal interest.

So, C.S.R. can be addressed as the popular management tool to bring image positivity, production optimism, market fame and sustainability for the firm.

Zutshi and Sohal (2004) documented through a survey related to the motives for adopting EMSs on 286 organizations certified ISO 14001 in Australia and New Zealand that 'improving corporate image' and 'compliance with regulation' were the two main principal motives for implementing an EMS, while 'compliance to legislation' and 'lowering organizational risks' such as those related to safety, health and environment were the principal gains the organizations obtained. The authors reported that the most important benefits obtained through the adoption of EMS once employees got involved are: 'morale building within the organization' and 'achieving the customers' expectations'. Moreover, they documented that EMSs permitted the companies to 'reduce waste' and to 'gain market and competitive advantages'

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Research Methodology

For the present research paper, the facilities of qualitative approach have been procured. Semi structured interviews were conducted, open ended questions proved more beneficial for gathering authentic information. The interviews were conducted under four categories, farmers, horticulture and dairy business people and women. These categories were grouped under the benefits incurred by each group, farmers, horticulture business people, dairy businessmen and women were interrogated. 5 semi-structured questions were asked to each group. 10 to 15 open-ended questions were asked to get an authentic information about the benefits of this C.S.R. ventures of the company. More scope was provided to the apt perception of the village volunteers also. The gathered information was processed and the thematic analysis were done in the guiding light of interactions with the all four groups. Beforehand, the villagers show hesitance but after the proper illustration of the study purpose, they get their calm. They, later, spontaneously provide the information in detail. The semi- structured interview questions were optimised scope of depth of the queries. The villagers were comfortable in Marathi language, so, Marathi was kept as the language of interaction. The villagers were firmly provided needed information which could bind the framework of the study with confirmation.

Along with this, the Business Responsibility Report (As per Regulation of 34(2) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015) were studied under the secondary resources. On the official site of the company, information of Jal- Dhan and Jal- Mitra has been searched and studied for the informative purposes.

Findings

Developing the sense of belonging

- Rallies India Ltd. built Check dams through shramdan, volunteering the project. This creates a sense of belonging among the villagers.
- The village person who volunteered in this venture honestly opinionated like,
- We participate in the build-up of water structures and check dams, our village becomes strong in perception and a sense of brotherhood get developed during shramdaan.
- With the heart full agreement, the another participant also praised the venture and shared his opinion as,
- During the build-up of canal, we realised efficiency of this development. Definitely in the growth of village economy, these structures will play very vital role.
- Another volunteer of this venture optimised his view as
- Participatory nature of this Jal- Dhan and Jal- Mitra maximised the result and minimised lethargy in common. We come to know again 'the strength of union'.

Progressive Horticulture

Due to water availability, people start to grow mango gardens, immensely beneficial fruit in the whole world. When asked to the owners, they conveyed their deep gratitude towards Jal- Mitra project. Konkan Region famously known for alphonso mangoes and due to the water availability, horticultural instinct gets motivated.

The mango gardener chirped like

Groundwater level is increased due to water structures, check dams and canals which prove beneficial in sustaining moisture in the soil. The improved soil quality caters need of alphonso mango plants.

Another one showed association with this opinion and asserted,

Due to the water availability throughout the year, we endeavoured to bring the best quality mango in the international market.

Agricultural Progress Drives

India is an agricultural country and 80% of its population has been residing in villages. So, the development of villages and agricultural sector will be beneficial for the total growth of nation's economy. (Nagar A.K. & Verma B., 2023. Gogia J., Kumar P.,2025.) Agriculture contribute 16% to India's GDP and helps to increase employment also. (Dr. Chintha Yella swamy, 2025). The fundamental problem of agriculture is water availability. The season cycle in India, now-a-days is completely disproportional. It affects adversely the yield in the field. For bringing prosperity in this sector, among multiple reformations, water availability ranks on the prime position. For empowerment of agricultural sector, rainwater harvesting is an authentic option. Visibly more climate smart policies will improve productivity. (Sanjib Mishra,2025). The topography of Konkan Region of Maharashtra has been showing sloppiness of land. (K.Arora., Y.Srinu., 2021).In Konkan region, heavy amount of rainfall is recorded but due to the sloppy land disposition, water tend to slide in the lower region (Chatterjee S., Ansari K., et.al, 2024) and once the rainy season is over, no crop yield will be possible.

For improvement in the live hood of the local farmers, the company has introduced SRI , system of rice intensification, technique.

The local farmer praised the project,

"Initially, we were cultivating rice, the main crop in the traditional way but Rallies made us aware about intensification of the crop. Now we are harvesting extra 25% in our fields."

Another farmer added.

"Along with rice, now we have started to take a yield of Rabi also. It becomes possible due to water harvesting project like Jal- Dhan."

One more addition in these opinions was,

“We become acquainted with the new techniques which minimises our efforts and increased our profit considerably.”

One more friendly opinion was added by the person farming in the village

The problem of irrigation is solved successfully and now we all village farmers are taking pride in being farmer because now we are living a good and satisfied life due to the increased income hopefully.

Rainwater harvesting helps farmers to integrate their efforts with positivity, rice cultivation increasing in the total yield.

Dairy Business

When farmers are cultivating good due to water harvesting – Jal-Dhan, some other businesses like dairy have been growing as an added perk. These businesses are contributing wisely to the village economy. Even today, in India, traditional farming is prominent and bulls, cattle, sheep like animals are commonly kept by the farmers. In rainy season, about fodder no question arises but in summer season, the problem becomes crucial due to water scarcity. Jal-Dhan project extended helping hand in this concern and comes up with solution. Due to water harvesting, water opulence improves quality of agriculture and so fodder for farmers' animals becomes all time available. Ensued effect was dairy business' prosperity.

When enquired about it, one dairy business practitioner availed a lot from this opportunity praised the project and the integrity of thinking behind the venture by saying that along with the better farming, we got some extra income by selling milk on regular basis, throughout the year. The next one in the conversation justified the view of the first person and made addition by saying that dairy business proved the best option because for its villagers needed not to migrate to the cities for income. Another opinion in this set was an eye opener one that due to the practice of dairy business as a side business, villagers opened their saving accounts. This business made them financially content.

More Power to Women

In the nearby villages in Lote MIDC, like Songaon, due to rainwater harvesting, women felt relaxation from their miles away journey for fetching a potful water for drinking and household usage. Beforehand women had to carry an endless burden of how to arrange water for drinking and for regular usage?

For the research purpose, five women of the village had been interviewed and the information had been utilized for understanding the perspective of the women about Jal-Dhan Project.

A woman confided the dark reality of drinking water problem because water was made available only on three days of the week through the taps. But due to the efforts of village and company's volunteers, check dams have been quenching thirst of villagers.

Next woman when came in the conversation, she informed about the common problem of the village women about water scarcity and the sustainable solution provided by the venture of the company.

As per the report available on the company's website confirming the fact that 60% people declared that the project solved their drinking water problem permanently. Water conservation techniques made the villages progressive and stable.

Tourism, an Added Perk

Business Responsibility Report of Rallies India [As Per Regulation 34(2) of the SEBI (Listing obligations and Disclosure Requirements) Regulations, 2015] documented the key aspects focused mainly are rainwater harvesting(Jal-Dhan) , Safe Drinking water (Jal- Mitra) , Environment (Greening) . Company invested more than 2% of the total profit and showed keen interest in afforestation.

The village elder communicated the fact that under the C.S.R., the company planted more than 1,00,000 saplings. They even looked after the growth of the saplings; 90% survival rate was observed.

Another villager articulated that the villagers are now focusing the overall growth of the village and want to promote it as a tourist spot.

One of the participants shared an improved dimension,

As the whole village has been attaining a fascinating glory of natural flora and fauna, this greenery has been attracting more tourists and thus many small-scale businesses are also growing in vision.

Street Lights Through Hydro Power – Jal-Mitra.

The company collected water through the pipelines connected with the water- structures, dams and canals and wired the hydro power plant, Jal –Mitra. The success of the venture is obviously visible through the street lights of Lote – Parshuram Village.

- One of the villagers communicated the brisk all villagers enjoying,
- Our Streets are lightening like a clear day light and it gives the feeling of being fearless among all people.

Another one confided,

In spite of not paying the bill, we get a good facility of street lights ad it became possible due to the hydro power plant, a C.S.R. activity of the company.

Discussion and Conclusion

The present research article has explored the C.S.R. activities of Rallies India LTD. The findings are counting on the benefits of the community building programs. Every person who availed from the befits have been showing the heartfelt gratitude for the vision of the company. Rallies India LTD has been improving the life of villagers for better as agriculture, horticulture, tourism, dairy businessmen and life of women becomes better. The thoughtful efforts and mindful implementation remove all possibilities of project failure. As the villagers are watching company's honest struggle to make the place better for living, all villagers also show support with their integral participation. For better agricultural practices, field expertise and even policy designing can create win-win situation.(Hong, P.; N.L., B.; N., V.; M., S. 2022, Eyitayo R.I.,Ijomah T.I. & Eyieyien O.G.,2024). In Konkan Region where in rainy season heavy rainfall and water scarcity in summer is a common phenomenon, rainwater harvesting and build-ups of water structures, canals and check-dams have been quenching the need of hour. Apart from this, other businesses like horticulture and dairy are also progressing to contribute freely in the growing village economy. Increase in Groundwater level due to rainwater harvesting is the greatest achievement. It is because there is no another way to nurture the falling level of groundwater. In climate change, groundwater level plays a vital role. (SaswataNandi., Sabyasachi S.(2024). For sustainable development and successful adaptation in climate change, groundwater level should be maintained.(Taylor R.G., Scanlon B.R., Doell P., Rodell M.,(2013). For good increase in groundwater level, perpetual efforts count closely (Mandlik D., 2021) and should be compensated wisely for previously relentless extraction of groundwater. Global economy should play a complementary role in nurturing the perspective of sustainable development because clean water, air and surrounding are the basic needs of living species. (Sarma G.D., Sharma J.,2024 & MD. Ziaul Islam, Wang Shuwei.,2023).

Interdisciplinary approach in SDG can help in addressing the interrelated and vastly interconnected challenges and solutions concerning environmental policy framing to enhance the universal holistic approach. (Rana R.& Kumar K, 2025) When women of the village are showing great gratitude for serving the villages with clean drinking water facility through Jal-Dhan and Jal-Mitra like thoughtful projects, we can imagine the success of the ventures. It offers more power to women and such thoughtful C.S.R. activity has been bringing a holistic approach in improving women health. When companies are presenting such an integrated thinking, it will lead the society by an example. (Shashidhar M., Patil B.S., 2018). The embedded concept of Viksit Bharat 2047 will be shaped out with such the disciplined and philanthropic approach of the industrial and business world's strategic vision for the greater accomplishment of prudent growth in economy and ecology in equilibrium. (Mundhe E. (2024).For bringing social awaking, such stalwart projects and visionary strategies can help the situation. Above all, through the C.S.R. ventures, the industrial world can frame the boosting lessons for better tomorrow and to build cordial relation with the society. (Singh K., Misra M.(2021)

Conclusion

Rallies India Ltd improved living of the nearby villages through the insightful C.S.R. programs like Jal- Dhan and Jal- Mitra. To make any village sustainable in growth, water availability is the pre-requisite. In Konkan like region, due to sloppy disposition of land, people face water scarcity and the problem has been solved at much extent through the insightful C.S.R. ventures. Due to this witty effort, farmers can crop multiple yields, women are saved from the exhausting duty of fetching drinking water, dairy business prosper due to fodder availability, street lights empowered by hydro project adds shine and the major contribution of the venture is the increased groundwater level which will efficiently maintain soil moisture, total ecology in turn will be benefited. The present research paper has been investigating the vision, mission and the benefits total ecology has been yielding trough the C.S.R. activities of Rallies India Limited, Chiplun, Lote ,MIDC.

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