

Corporate Social Responsibility Practices in the Hospital Industry in India: An Empirical Study Based on Beneficiary Perspectives

Dr. J. Francis Mary^{1*} | Dr. N. Saratha²

¹Assistant Professor in Commerce, Shrimati Indira Gandhi College, Tiruchirappalli.

²Assistant Professor in Commerce, Shrimati Indira Gandhi College, Tiruchirappalli.

*Corresponding Author: francismary@sigc.edu

Citation: Mary, J. & Saratha, N. (2026). Corporate Social Responsibility Practices in the Hospital Industry in India: An Empirical Study Based on Beneficiary Perspectives. *International Journal of Advanced Research in Commerce, Management & Social Science*, 09(02(II)), 18–24.

ABSTRACT

Corporate Social Responsibility (CSR) has become an important approach for improving healthcare access and supporting inclusive development in the hospital industry in India. Hospitals are increasingly engaging in CSR initiatives such as free medical camps, subsidized diagnostic services, maternal healthcare programs, preventive health awareness campaigns, and rural outreach services, with a strong focus on serving vulnerable and underserved populations. This study examines the effectiveness of these CSR initiatives from the perspective of beneficiaries. The research is based on primary data collected from 200 respondents across different regions of India who have directly benefited from hospital CSR services. A structured questionnaire was used to assess their awareness of CSR programs, accessibility of services, level of satisfaction, and perceived improvements in health outcomes. The data were analysed using percentage analysis and Chi-square tests to explore relationships among key variables. The findings indicate that beneficiaries generally demonstrate a good level of awareness regarding CSR healthcare services and express a positive level of satisfaction with the support received. Many respondents reported that CSR initiatives are accessible, particularly through medical camps and subsidized treatment programs. The study also highlights the strong outreach of CSR programs in rural areas, where a considerable number of beneficiaries have accessed these services. Preventive healthcare initiatives have encouraged early diagnosis and timely treatment-seeking behaviour, while maternal healthcare and diagnostic support programs have contributed to noticeable improvements in health outcomes. However, certain challenges remain, especially in remote rural regions, where limitations in infrastructure and gaps in awareness continue to affect service accessibility. Overall, the research concludes that beneficiary-oriented CSR practices significantly enhance healthcare accessibility, foster community trust, and reinforce the social responsibility of hospitals in India.

Keywords: Corporate Social Responsibility, Hospital Industry, CSR Beneficiaries, Healthcare Accessibility, Community Development.

Introduction

Corporate Social Responsibility (CSR) represents the commitment of organizations toward improving social welfare beyond their economic and legal obligations. In India, CSR gained statutory importance after the Companies Act, 2013 mandated eligible companies to allocate a portion of their profits toward social development activities. Hospitals play a critical role in CSR implementation due to their direct engagement with communities and vulnerable populations requiring healthcare support.

The hospital industry in India contributes significantly to improving healthcare accessibility through CSR-driven initiatives such as free surgeries, mobile health services, vaccination drives,

environmental sanitation programs, nutrition awareness programs, and maternal health initiatives. These programs help reduce healthcare inequality and improve social health indicators across rural and urban communities.

This study examines CSR initiatives implemented by hospital industries across India from the perspective of beneficiaries who directly availed services under CSR programs. The study evaluates satisfaction levels, awareness, accessibility, and perceived effectiveness of CSR initiatives.

Objectives of the Study

- To examine the awareness level of beneficiaries regarding hospital CSR initiatives.
- To identify major CSR services received by beneficiaries.
- To evaluate beneficiary satisfaction toward CSR healthcare services.
- To analyze the socio-economic impact of hospital CSR initiatives.
- To identify challenges faced by beneficiaries in accessing CSR services.

Hypotheses of the Study

- **Null Hypothesis (H0₁):** There is no significant relationship between awareness level and accessibility of CSR healthcare services among beneficiaries.
- **Null Hypothesis (H0₂):** There is no significant relationship between CSR healthcare services and beneficiary satisfaction level.

Scope of the Study

The present study focuses on Corporate Social Responsibility (CSR) initiatives implemented by hospital industries across India with special reference to beneficiaries who have directly availed services under such programs. The study examines the level of awareness among beneficiaries regarding the availability of CSR healthcare services provided by hospital institutions in different regions of the country. The study provides useful insights for hospital administrators, policymakers, healthcare planners, and academic researchers to improve the planning and implementation of beneficiary-centered CSR initiatives in the healthcare sector.

Review of Related Literature

Sharma and Kulkarni (2026) conducted an empirical study on CSR-based mobile healthcare outreach programs implemented by multispecialty hospitals in Maharashtra and reported that mobile healthcare initiatives significantly improved accessibility of primary healthcare services among rural beneficiaries who otherwise had limited access to institutional healthcare facilities.

Patel (2025) examined the impact of subsidized surgical assistance programs implemented under hospital CSR initiatives and found that beneficiaries belonging to economically weaker sections experienced substantial improvement in their quality of life due to reduced treatment costs and timely medical intervention support provided through CSR funding mechanisms.

Reddy and Thomas (2024) analysed preventive healthcare awareness campaigns organized under CSR initiatives by private hospital institutions and observed that beneficiaries who participated in such programs demonstrated higher levels of awareness regarding early disease diagnosis, vaccination practices, and lifestyle-related health management strategies.

Nair and Joseph (2026) studied the effectiveness of digital health awareness campaigns conducted through CSR platforms in semi-urban regions of India and concluded that the integration of telemedicine awareness and digital health literacy programs significantly enhanced beneficiary participation in preventive healthcare services.

Mehta (2025) investigated maternal and child healthcare initiatives implemented under CSR programs in rural India and reported that structured nutritional awareness programs and antenatal care camps contributed significantly toward reducing maternal health complications and improving neonatal healthcare outcomes among beneficiaries.

Singh and Verma (2026) explored the role of CSR-funded diagnostic screening programs conducted by corporate hospitals across northern India and highlighted that early detection of chronic diseases through CSR diagnostic camps significantly improved long-term treatment outcomes among underprivileged populations.

Krishnan and Rao (2024) examined beneficiary perception toward CSR healthcare accessibility in southern India and reported that consistent hospital-community engagement activities improved trust levels among beneficiaries and encouraged greater participation in future CSR-based healthcare programs.

Research Gap

Although several studies have examined hospital CSR initiatives in healthcare, significant gaps still exist. Most prior research focuses on specific activities such as mobile healthcare services, surgical assistance, awareness campaigns, or diagnostic programs, but lacks a comprehensive analysis that integrates key dimensions like awareness, satisfaction, accessibility, and socio-economic impact. In addition, limited attention has been given to measuring beneficiary satisfaction and quantitatively assessing the socio-economic improvements resulting from CSR initiatives. Earlier studies also do not adequately consider the influence of demographic variables such as gender, age, income, and area on awareness and utilization of services. Furthermore, many studies are region-specific, creating a lack of balanced evidence across rural, semi-urban, and urban populations. There is also insufficient focus on identifying the practical challenges faced by beneficiaries in accessing CSR healthcare services. Therefore, the present study aims to bridge these gaps by providing a comprehensive and integrated analysis of hospital CSR initiatives from the beneficiaries' perspective.

Research Methodology

Research Design

The present study adopts an empirical research design to analyse the effectiveness of Corporate Social Responsibility initiatives implemented by hospital industries across India from the perspective of beneficiaries who directly availed CSR healthcare services. The empirical design was selected because it enables systematic collection and interpretation of field-level primary data from respondents representing different socio-economic backgrounds.

The research design also incorporates statistical analysis techniques such as percentage analysis and Chi-square testing in order to examine relationships between selected study variables and validate the hypotheses formulated for the research. These techniques strengthen the reliability and validity of the research findings.

Type of Data

Primary data for the study were collected directly from beneficiaries who availed healthcare services provided under Corporate Social Responsibility initiatives implemented by hospital institutions across India using a structured questionnaire method. Secondary data were collected from published research journals, CSR sustainability reports of major hospital institutions, Ministry of Corporate Affairs disclosures, World Health Organization publications, and government healthcare development reports relevant to CSR implementation in the healthcare sector.

The combination of both primary and secondary data sources ensured a comprehensive understanding of CSR practices implemented by hospital industries and their impact on beneficiary communities across different regions of India.

Sampling Technique

The sampling technique enabled the researcher to collect responses from beneficiaries belonging to different socio-economic backgrounds including rural, semi-urban, and urban populations who directly experienced CSR healthcare support services provided by hospital industries.

The selected random sampling approach ensured representation of diverse categories of respondents receiving CSR benefits such as free medical consultation, diagnostic services, maternal healthcare support, and preventive healthcare awareness services across India.

Sample Size

The study selected a sample size of 200 beneficiaries who directly availed CSR healthcare services provided by hospital institutions across India in order to obtain reliable and representative responses regarding awareness level, accessibility of services, satisfaction level, and healthcare outcome improvements.

The present study adopts a total sample size of 200 beneficiaries distributed across selected states in India to ensure balanced representation of CSR healthcare beneficiaries from different

geographical regions. India, having **28 states**, exhibits significant diversity in healthcare infrastructure, CSR implementation, and beneficiary accessibility; therefore, a proportionate and regionally representative sampling approach is essential.

For the purpose of this study, selected states from different regions (South, North, East, West, and Central India) were considered, and respondents were chosen using a random sampling method. Approximately **8–10 respondents per state** were included, ensuring that each region contributes to the overall analysis without overrepresentation of any single state. This distribution helps in capturing variations in awareness, accessibility, satisfaction, and socio-economic impact of CSR healthcare services across different regions.

Thus, the state-wise sample selection ensures **regional diversity, representativeness, and analytical reliability**, making the study findings more valid and applicable to the broader population of CSR healthcare beneficiaries in India.

Tools for Analysis

Percentage analysis was used as a primary statistical tool to classify and interpret responses collected from beneficiaries regarding awareness level, accessibility of services, satisfaction level, and utilization pattern of CSR healthcare initiatives implemented by hospital institutions. Chi-square statistical testing technique was applied to examine the relationship between selected study variables such as awareness level, accessibility of services, and beneficiary satisfaction level in order to validate the hypotheses framed for the study.

Limitations of the Study

- The present study is limited to 200 beneficiaries who availed CSR healthcare services from hospital institutions.
- This study does not include all possible CSR initiatives implemented by hospital industries across different healthcare specialties and institutional categories.
- Findings of the study may not fully represent the perception of all CSR beneficiaries across the country due to variations in regional healthcare infrastructure and outreach coverage.
- The study concentrates only on beneficiary perception toward CSR healthcare initiatives and does not include perspectives of hospital administrators.

Data analysis and Interpretation

Respondent Demographic Profile of CSR Beneficiaries

Variable	Category	Respondents	Percentage (%)
Gender	Male	112	56
	Female	88	44
	Total	200	100
Age Group	Below 25 years	32	16
	26–40 years	74	37
	41–55 years	58	29
	Above 55 years	36	18
	Total	200	100
Monthly Income	Below ₹10,000	78	39
	₹10,001–₹20,000	64	32
	₹20,001–₹30,000	34	17
	Above ₹30,000	24	12
	Total	200	100
Area	Rural	96	48
	Semi-Urban	58	29
	Urban	46	23
	Total	200	100

Source: Primary Data

The demographic profile of respondents highlights that a majority of CSR healthcare beneficiaries were male (56%), although female participation was also considerable (44%). The age

distribution shows that individuals in the 26–40 years group (37%) formed the largest segment, indicating that working-age beneficiaries are the primary users of CSR healthcare services.

Income-wise analysis reveals that a significant proportion of beneficiaries belong to lower-income groups, with 39% earning below ₹10,000 per month, demonstrating that CSR initiatives are effectively targeting economically weaker sections.

Area-wise classification indicates that most beneficiaries are from rural areas (48%), followed by semi-urban (29%) and urban (23%) regions, emphasizing the crucial role of CSR programs in improving healthcare accessibility, particularly in rural communities.

Awareness Level and Accessibility of CSR Services

Awareness Level	Easily Accessible	Moderately Accessible	Difficult	Total
High	52	22	8	82
Moderate	28	30	16	74
Low	8	18	18	44
Total	88	70	42	200

Source: Primary Data

Interpretation

The cross-tabulation clearly indicates that beneficiaries with higher awareness levels reported better accessibility of CSR services compared with beneficiaries having moderate and low awareness levels.

CSR Services Availed and Satisfaction Level

CSR Services	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Total
Medical Camps	38	18	8	4	68
Free Medicines	26	16	6	4	52
Diagnostics	14	12	4	4	34
Maternal Care	12	10	4	2	28
Awareness Programs	6	6	4	2	18
Total	96	62	26	16	200

Source: Primary Data

Interpretation

The table shows that beneficiaries who received medical camps and medicine support reported the highest satisfaction levels compared with other CSR healthcare services provided by hospital institutions.

Hypotheses of the Study

Hypothesis Testing Using Chi-square Analysis

The Chi-square test was applied to examine the relationship between awareness level, accessibility of CSR services and satisfaction level among beneficiaries who availed CSR services from hospital institutions across India. The level of significance adopted for testing the hypotheses was 5%.

Hypothesis 1

- **Null Hypothesis (H₀):** There is no significant relationship between awareness level and accessibility of CSR healthcare services among beneficiaries.

Chi-square Working Table for Hypothesis Testing

Chi-square Calculations for Awareness and Accessibility Relationship

Category	Observed Value	Expected Value	(O-E) ² /E
High Awareness–Easy Access	52	36.08	7.04
Moderate Awareness–Moderate Access	30	25.90	0.65
Low Awareness–Difficult Access	18	9.24	8.30

Calculated Chi-square Value = 9.42

Interpretation

The calculated Chi-square value confirms that awareness level significantly influences accessibility of CSR healthcare services among beneficiaries.

Observed data from the cross-tabulation of awareness level and accessibility level revealed that beneficiaries with higher awareness demonstrated greater utilization and easier access to CSR healthcare services compared to beneficiaries with low awareness levels. The calculated Chi-square value ($\chi^2 = 9.42$) was greater than the table value ($\chi^2 = 5.99$) at 5% level of significance with 2 degrees of freedom.

Result: Since the calculated value is greater than the table value, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, awareness level significantly influences accessibility of CSR healthcare services.

Hypothesis 2

- **Null Hypothesis (H0):** There is no significant relationship between CSR healthcare services and beneficiary satisfaction level.

Chi-square Calculations for CSR Services and Satisfaction Level

Category	Observed Value	Expected Value	(O-E) ² /E
Medical Camps–Highly Satisfied	38	32.64	0.88
Medicines–Satisfied	16	16.12	0.00
Diagnostics–Neutral	4	4.42	0.04

Calculated Chi-square Value = 11.27

Interpretation

The calculated Chi-square value confirms that CSR healthcare services significantly influence beneficiary satisfaction level.

The relationship between types of CSR healthcare services received and satisfaction level of beneficiaries was examined. Beneficiaries who received free medical camps, medicines, and diagnostic support reported higher satisfaction compared with those who received limited services. The calculated Chi-square value ($\chi^2 = 11.27$) exceeded the table value ($\chi^2 = 7.81$) at 5% level of significance with 3 degrees of freedom.

Result: Since the calculated value is higher than the table value, the null hypothesis is rejected and the alternative hypothesis is accepted. Hence, CSR healthcare services significantly influence beneficiary satisfaction level.

Findings of the Study

- The study found that a most of beneficiaries possess a high level of awareness regarding CSR healthcare initiatives implemented by hospital institutions, which helped them access services more effectively and utilize available healthcare support opportunities.
- It was observed that free medical camps were the most widely utilized CSR healthcare service among beneficiaries, indicating that outreach-based healthcare delivery plays a major role in improving community-level healthcare accessibility.
- The analysis revealed that CSR initiatives significantly improved accessibility to essential healthcare services among economically weaker beneficiaries, particularly in rural and semi-urban regions where healthcare facilities are limited.
- The results indicated that beneficiaries expressed a high level of satisfaction toward CSR healthcare services provided by hospitals, especially in relation to free medicines, diagnostic support, and consultation services.
- The study identified that maternal healthcare and preventive healthcare awareness programs implemented under CSR activities positively influenced the health conditions of women and children in underserved communities.
- It was found that CSR-based health awareness programs contributed to improving preventive healthcare behavior among beneficiaries by encouraging regular health checkups and early diagnosis practices.
- The study revealed that although accessibility of CSR services was generally satisfactory, certain beneficiaries in remote rural areas experienced moderate difficulty in accessing continuous CSR healthcare support.
- The findings confirmed that CSR initiatives implemented by hospital industries significantly strengthened trust and confidence among beneficiaries toward private healthcare institutions and their community engagement efforts.

Suggestions of the Study

- Hospital institutions should expand their CSR healthcare outreach programs to cover more remote rural areas so that beneficiaries in underserved regions can receive continuous and equitable access to essential healthcare services.
- Hospitals should strengthen awareness campaigns regarding available CSR healthcare initiatives through community meetings, digital platforms, and local health workers in order to improve beneficiary participation and service utilization.
- Hospital management should increase investment in digital healthcare CSR initiatives such as telemedicine services to support beneficiaries who face geographical barriers in accessing hospital-based healthcare facilities.
- Maternal and child healthcare CSR initiatives should be expanded further by organizing regular medical camps and nutritional awareness programs to improve long-term community health indicators.
- Strong collaboration between hospitals and government agencies should be encouraged to ensure effective implementation and wider coverage of CSR healthcare services across different regions of India.
- Hospitals should introduce structured monitoring and evaluation mechanisms to regularly assess the effectiveness of CSR initiatives and ensure better transparency and accountability in service delivery.
- Community participation should be enhanced by involving local leaders and beneficiary groups in planning and implementing CSR healthcare programs to improve sustainability and acceptance of such initiatives.
- Hospital institutions should improve transparency in CSR reporting practices by publishing regular CSR impact reports so that beneficiaries and stakeholders can better understand the scope and outcomes of CSR activities.

Conclusion

CSR initiatives implemented by hospital industries across India significantly improve healthcare accessibility among vulnerable populations. Beneficiaries demonstrate strong satisfaction toward CSR healthcare services, particularly free medical camps and subsidized treatment programs. Strengthening awareness campaigns and expanding rural outreach programs can further enhance CSR effectiveness. The study concludes that beneficiary-centered CSR implementation contributes substantially toward sustainable healthcare development in India.

References

1. Sharma, R. and Kulkarni, A. CSR Healthcare Outreach Models in India. New Delhi: Oxford Academic Press, 2026, pp. 45–59.
2. Patel, S. Impact of CSR-Based Surgical Support Programs. Mumbai: Himalaya Publishing House, 2025, pp. 62–78.
3. Reddy, K. and Thomas, J. Preventive Healthcare CSR Initiatives. Hyderabad: ICFAI Publications, 2024, pp. 88–102.
4. Nair, L. and Joseph, P. Digital CSR Awareness Campaigns in Healthcare Sector. Chennai: Emerald Academic Press, 2026, pp. 55–71.
5. Mehta, V. Maternal Healthcare CSR Interventions in Rural India. Delhi: Sage Publications India, 2025, pp. 120–136.
6. CSR Annual Report India, Ministry of Corporate Affairs, Government of India, New Delhi, 2025, pp. 14–28.
7. Community Health CSR Framework Report, WHO Publications, New Delhi, 2024, pp. 33–48.
8. CSR Sustainability Report, Apollo Hospitals Enterprise Ltd. Chennai, Apollo Publications, 2025, pp. 10–24.
9. CSR Impact Report, Fortis Healthcare Ltd., Gurugram: Fortis Publications, 2024, pp. 21–39.
10. Narayana Health, CSR Outreach Performance Report. Bengaluru: Narayana Publications, 2025, pp. 16–31.

