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## UNIT 2 QUALITY OF LIFE IMPROVEMENT

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### 2.1 INTRODUCTION

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**Quality of life (QOL)** is the general well-being of individuals and societies, negative and positive features of life. It observes life satisfaction, including everything from physical health, family, education, employment, wealth, safety, and security to freedom, religious beliefs, and the environment. Standard indicators of the quality of life include not only wealth and employment but also the built environment, physical and mental health, education, recreation and leisure time, and social belonging. According to the World Health Organization (WHO), quality of life is defined as “the individual’s perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals.” In the collective consciousness, Corporate Social Responsibility (CSR) is usually associated with only ecological and philanthropic activities, but there is more to CSR than that. CSR is about engaging with the social environment in which one lives. For better understanding it refers to ‘community,’ defined as a reciprocal agreement with the habitat surrounding the Company, with stakeholders like employees and their families, customers, investors, neighbours, suppliers, the environment, etc. A necessary, rather than voluntary commitment from corporations is needed to meet society’s demands for corporate involvement in general well-being. This unit deals with the corporate’s engagements with the community development initiatives improving the quality of life of population. This unit will be describing the initiatives of the Companies who addressed the ‘social progress imperatives’ through community development programmes, changing the quality of life in or around their operational areas.

After studying this unit, you should be able to:

- Explain the concept of quality of life
- Describe the social progress imperatives in India
- Discuss CSR interventions to improve quality of life

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## 2.2 SOCIAL PROGRESS IMPERATIVES IN INDIA

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In this section we will read about two indices. The first one is the Human Development Index, developed by UNDP and is a globally accepted indicator of human development. The second one is the Social Progress Index which is a private initiative.

### 2.2.1 Human Development Index

The search for an alternative measure had been on for a long time, beginning around the period after World War II. Various agencies, organizations and individuals (The UN, The Food and Agricultural Organization (FAO), The Organization for Economic Cooperation and Development (OECD), The UN Research Institute for Social Development (UNRISD), The World Bank and others) made efforts to evolve an alternative measure to replace the economic measure representing income, the GDP.

The focus of these attempts was oriented towards calculating an appropriate measure which took into account the social concerns of any country's development, such as individual security, social adjustment, political participation, freedom, justice, peace, and harmony, in addition to health, literacy, employment, income, consumption, and so on. To conceptualize aspects of living standards and to be able to measure them posed many philosophical, as well as statistical, problems. Most agencies arrived at the conclusion that no single indicator could serve a similar purpose as GDP, nor was it considered feasible. Efforts towards creating a composite index by combining a set of crucial variables were ongoing through this period. Many earlier efforts were abortive, although these endeavours resulted in enriching the conceptual issues surrounding human wellbeing.

The search for a new composite index of socio-economic progress began in the earnest in preparing the Human Development Report (HDR) under the sponsorship of UNDP in 1989. The human development index (HDI) measures the basic dimensions of human development to enlarge people's choices. The HDI measures the average achievements of a country in three basic dimensions:

- a long and healthy life, as measured by life expectancy at birth
- knowledge, as measured by the adult literacy rate (with two-thirds weight) and the combined primary, secondary, and tertiary gross enrolment ratio (with one-third weight)
- a decent standard of living, as measured by GDP per capita in purchasing power parity (PPP) terms in USD

### 2.2.2 Social Progress Index

The quality of life is critical to understand whether economic growth is fostering social development across the globe or not. It is essential to rank based on a government's effectiveness at meeting basic human needs, at providing a foundation for well-being with basic education and environmental protection, and at creating opportunity for all citizens to make personal choices and reach their full potential (Fig. 2.1). This kind of framework is being used by the Social Progress Imperative to create the Social Progress Index. India which is ranked at

93<sup>rd</sup> position, performs within the expected range on a relative basis. It outperforms in comparison to the countries having similar GDP per capita in providing water and electricity facilities. On an absolute level, India has moved up from the tier of “Low Social Progress” to “Lower Middle Social Progress.” The progress is mainly driven by the advancement in two components: 1) Shelter and 2) Access to Information and Communication. The living conditions have significantly advanced. For instance, affordable housing is now accessible to 67 percent of the population as opposed to 42 percent in 2014; there is a 14 percent fall in the deaths attributable to household air pollution. Internet users have increased sharply from 12 percent in 2014 to 26 percent in 2017. Other measures of communication, such as Press Freedom Index, phone subscribers also register an upward trend. However, there is still a lot of scope for improvement in providing communication facilities. For instance, the internet users are way low than the world average. The country also needs to address environmental challenges to step further up in social progress ranks. Although greater income can easily and positively influence a country’s social progress performance some countries are much better at turning their economic growth into social progress. For instance, India and Laos have similar levels of GDP but the social progress performance of India is better than the latter. Overall, it is important for the states to act on social challenges by designing innovative mechanisms that will help them move towards a more inclusive society. The one such way is by CSR contributions. The Companies are adopting SDGs in their Vision –Mission statements which act as basic block of their interventions. Most of the Vision document talks about well-being. Fundamental questions arise from this quest for greater well-being, from those responsible for carrying out these programs. Some corporations have specific programmes on quality of life in the Company to create a favourable working environment, that is encouraging, positive, tolerant and respectful, that does not discriminate, and that acts as a catalyst for the personal development of employees.

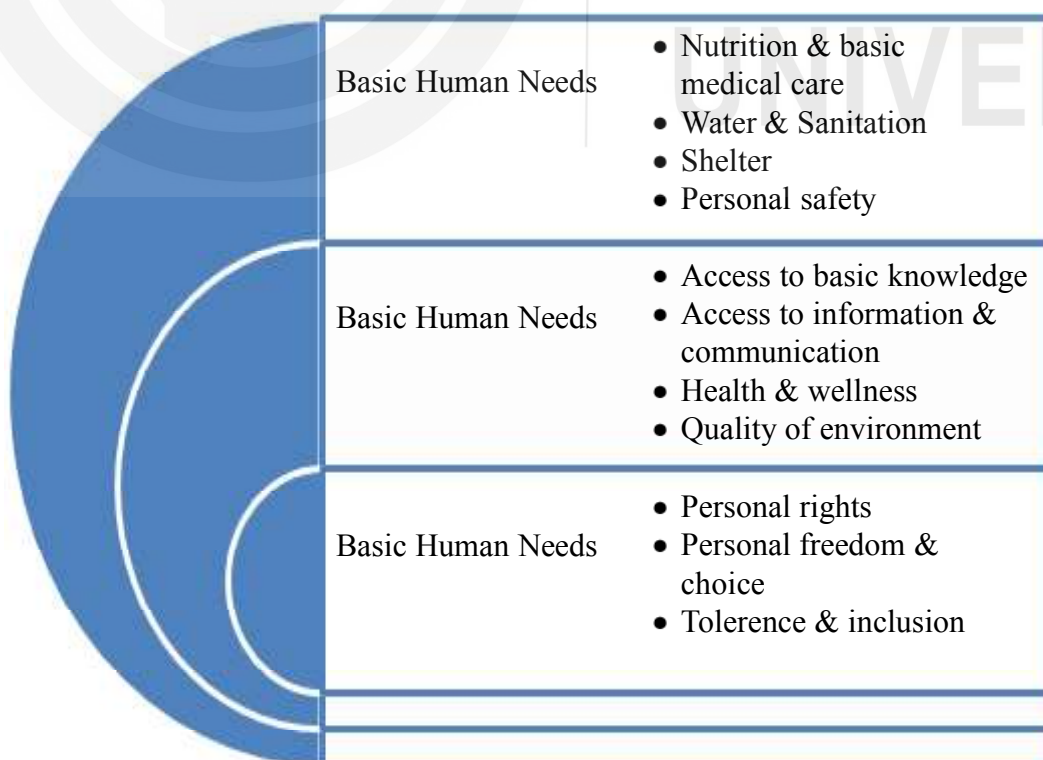


Fig 2.1: Quality of Life - Social Progress Index

The various units will discuss in detail the various programmes of different areas of development. In the present unit we will discuss the case studies where the companies in their vision document have laid down quality of life as major aim for doing CSR. We will also try and see the impact of the type of interventions they are initiating.

**Check Your Progress - 1**

**Notes:** a) Write your answers in about 50 words.

b) Check your answer with possible answers given at the end of the unit.

1) Define quality of life.

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2) What are basic human need components?

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3) What are foundations of well-being?

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**2.3 QUALITY OF LIFE: CONCEPT AND ELEMENTS**

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Understanding *Quality of life* seems logical for companies that have integrated social responsibility into their strategy, because they have made a commitment to their environment. This term is particularly broad, covering programmes for employees and general positive social impacts. However, there is also some subjectivity to it, depending on an individual’s perception. Therefore, up to date in-depth case studies on the topic are a very valuable source of information for businesses, corporations, and the general public. This unit will be describing the case studies of the companies who have undertaken comprehensive community

development projects as various specific interventions we have seen or will come across in other units. From various CSR reporting it is evident that whether small or big, the CSR interventions are leaving their impression on the lives of local communities.

Quality of life means the degree of fulfilment if basic needs like food, clothes, housing, health, education, as well as having satisfaction with physical, psychological, emotional, and spiritual needs, are met. The social, cultural and other needs are education, health, employment, human rights, freedom, security and entertainment.

### **2.3.1 Need and Importance of Quality of Life from Socio-Cultural Aspect**

- It is important because it removes social perversions, evils, conservative and traditional thoughts, impartial social norms and values.
- It helps to take wise decision.
- Women are educated.
- It helps to get quality education to enhance capabilities and skills.
- It helps to change the society with new ideas, planning, technology, etc.

### **2.3.2 Need and Importance of Quality of Life from Economic Aspect**

- Economic development is the backbone of national development.
- It means to increase per-capita income.
- It means to achieve quality of life.
- It helps to provide nutrition, comfortable shelter, clothes, education, and skill-based activities.
- It fosters economic and skill-based activities.

### **2.3.3 Elements of Quality of Life**

#### **1) Nutritious Food**

An important element in quality of life is nutritious food which helps physical, mental and intellectual development in an individual. We need food for three purposes: (i) energy (ii) body-building and (iii) body-protection. A balanced diet is made up of at least one food from each group that makes our mind and body healthy. When we lack nutritious and balanced food, we lose physical and mental efficiency. So, every member of the family needs to have balanced diet regularly to maintain quality of life. Malnutrition refers to deficiencies, excess or imbalance in a person's intake of energy and/or nutrients. The term malnutrition covers two broad groups of conditions. One is 'under-nutrition'-which includes stunting (low height for age), wasting (low weight for height), underweight (low weight for age) and micronutrient deficiencies or insufficiencies (a lack of important vitamins and minerals). The other, is 'overweight', obesity and diet-related non-communicable diseases (such as heart disease, stroke, diabetes and cancer). As per the National Family Health Survey (NFHS)-4 following are the finding of the extent of malnutrition in India:

#### Key Thematic Areas in CSR-I

- Due to acute under-nutrition, 21% of children aged between 0 to 5 years in India suffer from wasting.
- In India, 38.7% of children are stunted and the percentage of children aged 0 to 5 years who are underweight is 36%.
- India is home to 3 out of 10 children suffering from stunted growth in the world.
- 53% of women in India suffer from anaemia (haemoglobin below 11.0 g/dl); the percentage of children is 58% for the same.
- The 2020 Global Hunger Index (GHI) Report ranked India 94<sup>th</sup> out of 107 countries with a serious hunger situation.

Malnutrition impacts the Indian population in many ways, following are some of the direct and indirect effects:

- The nation's productivity is impacted because the population is more prone to diseases leading to higher mortality rate and morbidity because of malnutrition.
- A country's economic and fiscal resources are burdened because of high disease incidence.
- Malnutrition impacts a child's basic learning and cognitive skills which has a very negative impact for a country like India who is aiming to be a knowledge-driven economy.
- Inequality of income and an increase in poverty levels is also an effect of malnutrition.

In the Hunger Project, many companies like Hewlett Packard, IBM, Johnson & Johnson, L&T, Info-tech, and Pricewaterhouse Coopers are giving CSR cooperation in the mission of ending hunger to empower women, men and children at the grassroots level to build their own income-generating capacity, infrastructure and leverage opportunities, hence, expanding the scope for quality of life among them. There are many other companies who initiated the intervention in the field of nutrition; like Avantha Group (Conglomerates) running Child Malnutrition Programme, Britannia Industries Ltd. School Feeding Programme, and Hindustan Zinc Ltd. providing Mid-day Meal Programme. Detail of these is provided in Unit-4.

## 2) Family Size

The size of a family affects quality of life. In a big family, most of the income is spent in the fulfilment of basic requirements. The left over is not enough for other needs like employment, security, entertainment, human rights, freedom, transport and communication. Quality of life is thus adversely affected. This sort of barrier does not occur in a small family. So, a small family is better than a big family for quality of life. Parents in a small family can fulfil their responsibilities towards their children without much burden. Companies through clinics and community outreach programmes do incorporate Health & Family Welfare programme as one major programme. Most of the companies discussed in various

units do possess family planning and welfare programmes. These programmes are mainly in community outreach initiatives.

### 3) Health

Health is increasingly becoming a focal point of Corporate Social Responsibility (CSR), largely due to the recognition that a healthy workforce and community are fundamental to the longevity of a business and success of an economy. Health is undoubtedly precious. Only healthy and skilled men can work hard to bring about development. So, the family's well-being and the country's progress depend on healthy people. India carries 20% of the world's disease burden, according to data from the World Health Organization (WHO). About 75% of deaths globally are caused by communicable diseases, of which India accounts for 17%. India records the highest number of maternal deaths in the world (Oxfam report, 2017). Yet, India also is the third largest manufacturer of pharmaceuticals and according to Pricewaterhouse Coopers (PwC) India's monthly internal report, has the largest number of medical schools globally (381) and produces the most medical graduates each year (50,000). The reason for the dichotomy is simple: India lacks the financial resources required to reinforce its deficient healthcare infrastructure and improve its health indicators. Healthcare programmes are funded by government budgets, international aid, and charitable organizations, but the money isn't quite enough for a country of 1.25 billion people, two-thirds of whom live in the countryside, where the supply of medical care and the ability to pay for services is limited.

India spends only 5% of its Gross Domestic Product (GDP) on health, of which government's share is only 1.4%. It is among the lowest in the world and this low percentile automatically translates into inadequate infrastructure, limited medical technology as well as inadequate human resources in the healthcare continuum. With government finances under pressure, requiring a tight rein on spending, companies step in with corporate social responsibility (CSR) funds to fill the breach. However, CSR funds can and are being used to encourage innovation in healthcare processes and medical devices to deliver healthcare in a portable, convenient and cost-effective way: Many companies have undertaken healthcare-related CSR initiatives, from eye check-up camps organized by Coal India Ltd. to health centres and camps held by ITC Ltd.

Most such activities are restricted to their area of operations. Apollo Hospitals Enterprise Ltd. for instance, runs several charitable initiatives such as SACHI (Save a Child's Heart Initiative), which aims to provide paediatric cardiac care and financial support to children from underprivileged families suffering from heart disease in its hospitals in Delhi, Chennai and other locations. But the group's reach in rural areas is limited. Apollo has adopted Thavanampalle Mandal in Chittoor district of Andhra Pradesh to provide healthcare to 60,000 people. This CSR project, starting with a door-to-door survey, delivers mobile healthcare facilities to mitigate the effects of non-communicable diseases and other health disorders. Mumbai-based pharma company Abbott India Ltd. believes that timely detection and awareness can help reduce a majority of deaths and that is the focus of its health-related CSR initiative.

The company, in collaboration with the Indian Thyroid Society (ITS), is working on a "Making India Thyroid-Aware" campaign, which will explain thyroid disorders and related conditions, work on early detection and increase access to

diagnosis. The initiative was launched in 2014. On the same lines, Lupin announced a tuberculosis detection programme as part of its CSR programme and tied up with the Mumbai Rotary club; while these are well-intentioned initiatives, those working in the healthcare sector are doubtful if CSR funds can help make a dent in India's massive disease burden. They also doubt how serious Firms are in their commitment to spend money for the spread of healthcare. Public-Private partnerships may be the way to go. CSR funds can help bridge the gap between healthcare supply and demand if "it is planned well, companies take on accountability as a priority so that technical expertise could be provided to government, support public-private partnerships".

CSR funds can be mobilized to support the healthcare system in two ways:

- 1) Strategic partnerships can strengthen diagnosis, treatment and care for patients; and
- 2) Community programmes can help to keep people healthier, which prevents visits to the doctor and hospital.

#### 4) Sanitation

Quality of life cannot be enhanced without sanitation. Individual cleanliness isn't enough though. Every important place like house, courtyard, garden, public well, pond, temple, street should be clean. Garbage should be dumped in a proper place far from the settlement. Sanitation keeps the environment pure and green. 620 million people or 50% of the population in India are estimated to defecate in the open. To address this issue, Prime Minister Modi launched the Swachh Bharat Mission (SBM) with an ambitious goal to end open defecation in India by 2019. Alongside government funding, the Swachh Bharat Mission has witnessed active participation from the Corporate Sector.

In this part of unit, we look at a few noteworthy initiatives by businesses in India around water safety & sanitation in the past couple of years. The goal is to bring light to possible CSR opportunities that other businesses could take up.

- i) In February 2016, Coal India Limited set aside INR 235 crores fund for providing hygienic sanitation in schools and in the households of underprivileged by constructing individual toilet facilities. This fund was earmarked for creating modern sanitation facilities in schools operating in the command areas of CIL's subsidiary companies and in the villages of economically backward districts, which lack toilet facilities identified by coal companies through a baseline survey. Up to a lakh households would benefit from this initiative.
- ii) In December 2016, Dabur reported the completion of its Nagla Uday Rampur sanitation project in UP. All 263 households today have individual toilets and the village is now free from open defecation. Notably, this is the second village under Dabur's Sanitation programme — christened '700 Se 7 Kadam' — to achieve the open defecation free status. With this, Dabur is now close to achieving its target of ensuring open defecation free status for at least 5 villages and constructing 1,200 household toilets in the 2016–17 financial year.
- iii) TCS pledged INR 100 Cr budget to support PM Modi's Clean India Initiative. This fund was dedicated towards better sanitation in schools,



especially for girls. The goal of the program was to help the girl child participate in school education for a longer period and attain significant skills to play a larger economic role in society.

- iv) Kerala-based social enterprise Eram Scientific Solutions, a part of Eram Group that has pioneered the concept of e-toilets in the country, installed 1,500 more such facilities by the end of 2017 in collaboration with a host of corporates. These e-toilets are also completely automated with features like automatic pre- and after flush, exhaust fans, and automatic platform cleaning and lights. They also have a mobile app that helps the user to locate the nearest e-toilet and helps authorities to monitor the units.
- v) Cairn India lists Safe Drinking Water and Sanitation among key programmes driving their CSR efforts. Cairn sets up water kiosks using RO technology to provide safe drinking water to rural population near the company's operational vicinity. The initiatives aim to ensure community ownership, usage of renewable energy to run the units, doorstep delivery of water and reject disposal through evaporation pits. The company also proposes to build sanitation facilities for rural households in partnership with the local panchayat in Rajasthan.
- vi) Interestingly, our last example comes from the start-up world. Not many among us are aware of Snapdeal.com Nagar, a small village in UP renamed after the E-commerce giant installed 15 hand-pumps back in 2011. The aid was initiated to overcome the hardships of villagers who had to walk over miles to meet their requirement of water. Well, every effort counts. As we transition from Millennium Development Goals to Sustainable Development Goals, water, sanitation, and hygiene (WASH) are taking policy centre stage in most emerging and developing countries. The Swachh Bharat Abhiyan is, for instance, a manifestation of this importance.

## 5) Education

Education is important because it raises awareness and increases knowledge. The knowledge and skill that one gets from education can be used to improve the quality of life of the family. A well-educated man can easily get job or he can start his own enterprise. He can meet all possible family needs. Education contributes to quality of life. Despite decades of reforms and government initiatives, multiple students drop out of school for lack of quality education facilities. This phenomenon clearly shows the need for a distinctive approach to achieve the goals of providing quality education to the children of this country. Procuring quality education is the foundation of improving the lives of many. Major progress has been made to achieve the goal of providing quality education at all levels, yet India is third of the world's illiterates based on a report published by UNESCO. The quality of education provided to children in India is a huge concern. According to the Annual Status of Education Report 2016 (ASER, 2016) which surveyed 589 rural districts of India, only 47.7% students of class 5 can read class 2 level texts. This has declined from the previous year's performance of 48.1%. The students also failed badly in arithmetic and English comprehensions. The proportion of all class 8 students in rural India who are willing to divide a three-digit number by a single-digit one has dipped to 43.2% in 2016 from 44.2% in 2014. And while 32% of children in class 3 could read simple English words, in class 5, only 1 out of every 4 students could read an English sentence.

India wants to achieve the most skilled workforce in the world. Therefore, government has started numerous education programmes to make education accessible to all. All the government schemes like the Sarva Shiksha Abhiyan, Mahila Samakhya, schemes for infrastructure development have worked so far only to enrol children into schools. Facilities of providing adequate training to teachers have been not at par. According to a report published by District Information System for Education (DISE) in 2012, more than 91% of primary schools have drinking water facilities and 86% of schools built in the last 10 years have a school building. However, this is not enough to overcome the huge challenge of providing quality education and not only the government but everyone needs to make efforts towards imparting quality education. We need think tanks, innovators, and leaders in the society to deliver the numbers.

Though there are various government initiatives, the Indian corporate sector plays a major role in improving the quality of education. Several private organizations are joining hands with the government to make quality education available for students. Some of the best examples of CSR activity in this field include Tata Group. Tata Steel was the highest spender. It aimed at launching 1,000 schools project in Odisha, for improving the quality of education in government primary schools.

Tata Motors, for example, has also started an award-winning education programme in Pune, where every year, they identify 600 boys and girls enrolled in secondary schools. Through this program, there has been an increment in the pass percentage of students to 98% and the dropout rate was reduced to 5%. The Tata Teleservices has done its best in providing education to students from the underprivileged community in government schools. The Teacher Training programs undertaken by them has enhanced the quality of education being imparted to students studying in government schools. More companies like Tata, Wipro and others should come forward to participate in imparting quality education to students. Only then we can achieve the goal of imparting quality education for all.

**6) Income of Family**

A family with low income finds it difficult to meet the requirements of life. The good income helps us achieve better economic status. So, efforts should be made to increase the income of the family. Capable women should do something like sewing, knitting, basket making in their leisure so that they can earn additional money to strengthen the economy of the family. This enhances quality of life. Units 3 and 4 have details in this regard.

<p><b>Activity 1</b></p> <p>Browse case studies related to CSR activities by companies in augmenting family income and write down one case study about such related project.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
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## 7) Saving or Asset Formation

Saving is an important element of quality of life. Family saving is the sum of money or resources which remain spare after spending on different needs and necessities of the family. Saving is the outcome of the regular activity of economy. Our income or the resources are limited; so, we must practice economy (being economic) for saving.

## 8) Housing

Housing is an essential basic need of a person. We need housing to be safe from heat, storm, rain, wildlife, criminals, etc. Houses must be appropriate according to the family members. If rooms and space are insufficient, the family members must live in a congested environment. Communicable diseases easily spread in such circumstances. Similarly, the lack of ventilation, lighting, heating in the house also makes our living unhealthy. If such situation is prevalent in our homes, the quality of life will be affected. Companies are providing housing facilities to their employees and their families. Cooperative actions such as understanding, promoting and contributing to a better life, lead to a more positive view of the Company, both internally and outside the company. It is an investment of time, money, and effort with benefits in the short, medium and long term.

## 9) Environment

CSR programmes being undertaken by several large companies in India suggest that they have started thinking about their impact on the environment and are striving to become responsible corporations. Data analysed by the Ministry of Corporate Affairs for CSR expenditure of all Indian companies in 2014-15 showed that 14 percent (Rs 1,213 crore) of total CSR spending in India was made on activities focusing on conserving the environment. It was the third highest expenditure on a social impact issue after education (32 percent) and health (26 percent) and was greater than the amount spent on rural development (12 percent). These figures highlight that companies today have an increasingly broad understanding of the risks and opportunities that climate change poses to their strategies and operations and that larger issues of sustainability triggered by climate change are becoming an integral component of dialogues with the major stakeholders. At the same time, verifiable corporate and partners' accountability and reporting have proven to be key drivers to CSR getting embedded in the mainstream of strategy and business operations of companies. A study conducted by NextGen to analyse the CSR expenditure (INR) of the top 100 companies for FY 15-16 and FY 16-17 supports this trend. Among these companies, the top spenders in environment conservation were primarily from the following three sectors:

- FMCG - ITC (72 crore), HUL (22 crore)
- Energy Companies – NTPC (44 crore), IOCL (30 crore)
- IT and financial services Companies – Wipro (48 crore), Axis Bank (28 crore)

**Activity 2**

Browse case studies related to CSR activities by companies towards environment protection and write down one case study about such related project.

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A deeper dive into the types of CSR projects carried out by these companies throws up some interesting insights about their perspective towards sustainable development as a key component of CSR.

***i) Sustainable Long-Term Impact***

A decade ago, the most common CSR activity with a focus on the environment was planting trees. Indian companies today are instead focusing on projects that have a sustainable long-term impact, such as installing solar powered lighting systems and water conservation projects. By far, the most attractive environment-related CSR initiative involved the use of renewable energy, ranging from solar street lamps and lanterns to biomass cook stoves and various rooftop solar projects. The other emerging focus area tackles water-related issues with several projects on watershed development and rainwater harvesting. One of the reasons why companies may prefer such projects to tree plantation drives is that access to clean water and energy has several cascading effects on the social and economic development – ranging from opportunities for better education, health, and income to increased safety for women and lower deaths due to reduced indoor pollution.

***ii) Philanthropy to Strategic CSR***

Companies have started moving away from traditional philanthropic projects and have begun institutionalizing CSR activities strategically, thereby bringing business responsibility to the forefront. Thus, for FMCG firms that source raw material from farmers, issues like securing and sustaining the livelihoods of farmers growing inputs for their products as well as local water regeneration have become extremely critical. Similarly, for energy companies, which are often considered to be the worst climate offenders, investing in environment-friendly projects serves to mitigate their risks from a reputation point of view.

***iii) Mainstreaming Sustainability***

For several of the largest spenders on environment-related projects, sustainability has become a way of doing business. ITC’s CSR Committee is aptly called the “CSR and Sustainability Committee.” Similarly, HUL’s projects focus on water stewardship tie-in with Unilever’s global focus on addressing water scarcity. Axis Bank spent nearly 28 crores on reducing Green House Gas (GHG) emissions through renewable energy and optimizing energy efficiency, choosing to concentrate on reducing the company’s footprint on the environment.

At the same time, several large companies are starting to work on shared value projects which create value for both the community and for the business. For example, as per their Sustainable Living Plan 2015, HUL had a clear road map to source 100 percent of agricultural raw material sustainably by 2020. And their sustainable tea procurement project carried out as a part of the CSR activities serves a dual purpose- meeting the 2 percent criteria as well as the company's own responsible business targets.

#### iv) *Priority*

Despite the emergence of individual thought leaders, sustainability is still not at the forefront of CSR activities among a majority of Indian companies. This trend is apparent even among the top 100 companies. Only about a third of the top 100 companies spent a significant portion of their CSR budget on environment-related activities, with such projects accounting for a mere 10 percent of the total number of CSR projects carried out in FY 15-16, as per the study conducted by NextGen to analyse the CSR expenditure of companies.

### Check Your Progress - 2

**Notes:** a) Write your answers in about 50 words.

b) Check your answer with possible answers given at the end of the unit.

1) What is the need and importance of quality of life from socio cultural aspect?

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2) Enlist the need and importance of quality of life from economic aspect.

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## 2.4 LET US SUM UP

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Business has come a long way from barter system to currency notes. With the changing times CSR has developed from traditional corporate philanthropy, where companies allocated a certain amount of their profit to “do well” for the society, to a core strategic value. The companies have very well understood that doing charities is no more enough. Shareholders, stakeholders and the employees want to be part of “doing good work” and want their money to be used for developing a healthy society. This active thinking to return to the society and being a good and active corporate citizen has forced all corporate to think more rigorously on

their social responsibility. Though making profit has always been a key issue and a motivating force for all businesses but in this century the corporate realized that they must think beyond profitability and start being responsible for all who make their survival possible in the society. And this is only possible if they think wisely and actively about CSR.

All business houses have an obligation towards environment and society, which provides them with the much-needed raw material and most importantly human resource. Tata group and Aditya Birla group, the two groups considered for this unit, have travelled a long way in their cause for CSR. They have very religiously and responsibly fulfilled their duty towards world, nation, society and environment. Both the groups have been actively participating in the development of a self-sustainable society. They have worked in the fields of education, health, social and women issues. Their active participation and rising above the traditional philanthropic style have added to both companies’ good will. Both are good examples to be followed, by nurturing businessmen throughout the world, on how and why to take up the cause of CSR. Thus, to conclude, this social participation of business would grow and result in a harmonious and healthy bond between the society and business. CSR creates a better public image and goodwill for the company which ultimately results in better business and projects every corporate as a better corporate citizen. The trends visible in the CSR projects about the environment highlight a dichotomy in the way companies approach environment protection interventions in India.

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## 2.5 KEYWORDS

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- Quality of Life** : The standard of health, comfort, and happiness experienced by an individual or group.
- Malnutrition** : *Malnutrition* refers to deficiency, excess or imbalance in a person’s intake of energy and/or nutrients.
- Gross Domestic Product** : Gross Domestic Product (GDP) is the monetary value of all finished goods and services made within a country during a specific period.

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## 2.6 ABBREVIATIONS

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ASER	:	Annual Status of Education Report
CIL	:	Coal India Limited
CSR	:	Corporate Social Responsibility
DISE	:	District Information System for Education
FMCG – ITC	:	Fast Moving Consumer Goods- Imperial Tobacco Company
FY	:	Financial Year
GDP	:	Gross Domestic Product
GHG	:	Green House Gas
GHI	:	Global Hunger Index

HUL	:	Hindustan Unilever Ltd.
INDC	:	Intended Nationally Determined Contribution
IT	:	Information Technology
ITS	:	Indian Thyroid Society
MDGs	:	Millennium Development Goals
NFHS	:	National Family Health Survey
NTPC	:	National Thermal Power Corporation
PM	:	Prime Minister
PwC	:	PricewaterhouseCoopers
QOL	:	Quality of life
RO Water	:	Reverse Osmosis Water
SACHI	:	Save a Child's Heart Initiative
SBM	:	Swachh Bharat Mission
TCS	:	Tata Consultancy Services
UNESCO	:	United Nations Educational, Scientific and Cultural Organization
UP	:	Uttar Pradesh
WASH	:	Water, Sanitation and Hygiene
WHO	:	World Health Organization

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## 2.8 CHECK YOUR PROGRESS - POSSIBLE ANSWERS

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### Check Your Progress - 1

**Answer 1:** According to the World Health Organization (WHO), quality of life is defined as “the individual’s perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals.”

**Answer 2:** The basic human need components include the following

- Nutrition & Basic Medical-Care;
- Water & Sanitation;
- Shelter; and
- Personal Safety.

**Answer 3:** The foundations of well-being include:

- Access to basic knowledge;
- Access to information & communication;
- Health & wellness; and
- Quality of environment

### Check Your Progress - 2

**Answer 1:** The need and importance of quality of life from socio-cultural aspect are as follows:

- It is important because it removes social perversions, evils, conservative and traditional thoughts, impartial social norms, and values;
- It helps to take wise decision.
- Women are educated.
- It helps to get quality education to enhance capabilities and skills.
- It helps to change the society with new ideas, planning, technology, etc.

**Answer 2:** The need and importance of quality of life from economic aspect are:

- Economic development is the backbone of national development.
- It means to increase per-capita income.
- It means to achieve quality of life.
- It helps to provide nutrition, comfortable shelter, clothes, education, and skill-based activities.
- It fosters economic and skill-based activities.