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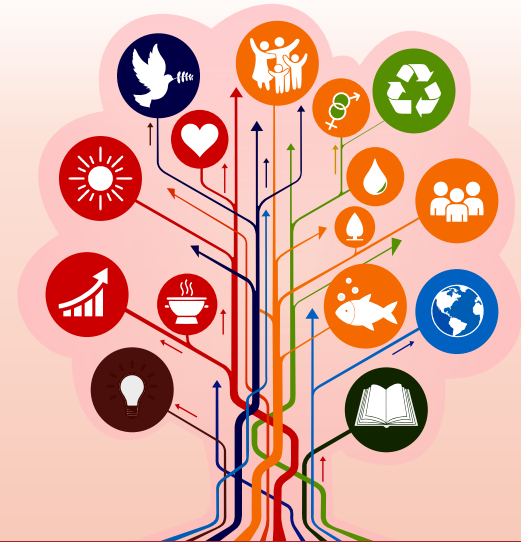
ABSTRACTS



**International Conference on
 Corporate Social Responsibility to
 achieve Sustainable Development
 Goals: Opportunities & Challenges
 (Code: ICCSR2022)**



December 10-11, 2022 (Hybrid mode)



**Organised by
 Chandragupt Institute of Management Patna (CIMP)**

**In association with
 India CSR**

Knowledge Partners



**THE INSTITUTE OF
 Company Secretaries of India**
 भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
 Statutory body under an Act of Parliament
 (Under the jurisdiction of Ministry of Corporate Affairs)



**The Institute of Chartered
 Accountants of India**
(Setup by an Act of Parliament)

ICCSR-2022 Abstracts



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Prof. (Dr.) Colin Coulson- Thomas
President of the Institute of Management Services

CSR needs to have an impact, and the only way to do so is to apply what you already know. In India, corporate social responsibility is closely related to charitable giving, philanthropy, aiding marginalised communities, etc. Companies take great satisfaction in how much money they spend on the education of rural children, preferably females, or how many kilometers of beach line they had cleaned up in the previous year. All of that is wonderful, but it has nothing to do with CSR as any competent management strategy would define it, let alone the ISO 26000 International Standard on Social Responsibility. Why? Simply put, businesses do not profit from these activities because they involve spending money. Is that a for-profit organization's goal? Absolutely not. Any member of a company's management will claim unequivocally that they follow the law and that doing so amounts to paying an extra tax. Thus, we need to transform the perception of CSR to make it more of a for-profit management tool so that we can make lasting advancements in the areas that "Charity CSR," as I like to call it, has been working to improve for years. Companies should engage in CSR using their core capabilities; only then would senior management find it interesting.

Additionally, another corporate core competency needs to make an appearance in CSR initiatives. Impact evaluation. Many CSR projects are money pits where funds vanish and there is a good or bad annual report on the work done once a year. Was the money used wisely, did it do anything, did the girls in the remote hamlet truly finish their education, did it improve their living conditions, did it assist their families, perhaps they started their own businesses, built infrastructure, etc., or did it waste it? Companies don't currently know that, unfortunately. They are completely knowledgeable about their products, down to the last rupee spent on each screw and step of the manufacturing process, yet they have no idea what happens to the CSR funds. Newspaper articles and

insufficient to justify the money spent. This has to be done by professionals, it needs to be required, and it needs to be done by experts to employ smart CSR for long-term commercial success.

MESSAGE BY PATRON



Prof. (Dr.) Rana Singh
Patron, ICCSR 2022 and Director, CIMP

I am pleased to announce that second International Conference on Corporate Social Responsibility (ICCSR-2022) with a theme 'Corporate Social Responsibility to achieve Sustainable Development Goals: Opportunities & Challenges' is being organized by our Centre for CSR Studies, Chandragupt Institute of Management Patna, in collaboration with India CSR. Academicians, researchers, practicing managers, policy makers in government and business, NGOs, industry professionals, and everyone else involved are invited to the conference with the aim of exchanging knowledge, expertise, and experience on various aspects of corporate social responsibility (CSR) for increased effectiveness and applicability.

As the conference's patron, it brings me great pleasure to write this prologue to the Book of Abstracts, which summarizes the papers submitted by all conference participants. The full-research papers presented at the conference include a range of CSR and Sustainable Development Goals related topics and how it relates to other fields, such as community development, social welfare, ethical business practices, cyber security, health management, responsible business, and sustainable development, among others.

All of our prominent guests, authors, reviewers, paper presenters, faculty members, support staff, students and the conference organizing committee are to be thanked in advance for their great work. I hope we all have enjoyable discussions during this important gathering.

Prof. (Dr.) Rana Singh

MESSAGE BY CHAIRPERSON

**Prof. (Dr.) Jyoti Verma**

Assistant Professor, CIMP and Chairperson of ICCSR 2022

Academic institutions involve students and researchers in interactive learning activities like conferences, conclaves, seminars, and other events in addition to classroom discussions. I am delighted to inform about the second International Conference on CSR (ICCSR-2022), December 10–11, 2022, under the theme "International Conference on CSR to accomplish Sustainable Development Goals: Opportunities and Challenges."

In order to share knowledge and insights on current opportunities and challenges to achieve sustainable development goals through CSR initiatives, the conference aims to bring together academics from India and abroad, including senior academicians, researchers, professionals, managers, and policy makers from the government and industry. I hope that this collection of proceedings will serve as a valuable resource for both academics and industry professionals, and it will also encourage more research, investigation and study in the field.

On behalf of the organising committee, I sincerely greet and thank all of the invited speakers, panelists, writers, and participants who join us from all over the world.

I'm hoping that everyone who attends this conference will have an enriching experience and learn something new.

Prof(Dr.) Jyoti Verma



MESSAGE BY CONVENER

**Kumod Kumar**

Convener, ICCSR 2022 and Chairperson Centre for CSR Studies

It is my privilege and honor to welcome you all to the second edition of "International Conference on Corporate Social Responsibility to achieve Sustainable Development Goals(SDG) : Opportunities & Challenges " in association with India CSR, Knowledge partner ICAI & ICSI organised by Centre for CSR Studies on 10-11 Dec 2022 at Chandragupt Institute of Management Patna.

The main goal of organizing this conference is to share and enhance the knowledge of each and every individual & to bring together academicians, researchers, practicing managers, policymakers in the government and the industry, NGOs, industry professionals and all concerned from India and abroad to share their knowledge-expertise-experience on various dimensions of Corporate Social Responsibility (CSR) for enhanced effectiveness and applicability. The conference aims to provide a common platform for the exchange of the latest advancements, creative views and insights on recent trends and challenges in Corporate Social Responsibility to achieve Sustainable Development Goals.

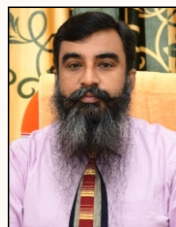
My sincere gratitude to the Key Note Speaker of the conference Prof. Colin Coulson Thomas, all distinguished speakers delegates, CSR leaders & the conference committee for extending their valuable time in organizing the program and all the authors, reviewers, and other contributors for their sincere efforts and their belief in the excellence of ICCSR 2022.

I cordially invite all the enthusiasts to participate with full vigor in this celebrated event which can give immense exposure and global opportunities to all.

Kumod Kumar



MESSAGE BY CONVENER



Prof. (Dr.) Rajeev Ranjan
Convener, ICCSR 2022

It's indeed my pleasure and privilege to extend a very warm welcome to the galaxy of academicians, researchers, practicing managers, policy makers, working professionals and other ignited minds to the second edition of this academic congregation called the International Conference on Corporate Social Responsibility (ICCSR 2022) being organised by the Centre for CSR Studies (CCS) at Chandragupt Institute of Management Patna (CIMP) on December 10-11, 2022.

Surprising as it may seem to the chagrin of the rest of the world, Corporate Social Responsibility is not a new concept in the Indian context; rather it was an inherent part of our ethos percolating down to the individual level as Individual Social Responsibility. वित्तस्य पात्रे व्ययः, which means money spent is appreciated if it for a worthy cause, was the guiding principle those days which got diluted or ignored with the passage of time in this profit-centric world. However, it is matter of great relief that Corporate Social Responsibility has now become a buzzword today alongwith ESG (Environmental, Social Governance) and SRI (Socially Responsible Investing), society being the underlying in each one of these. It has become a driver for the corporates to make a tectonic shift from their hitherto focus on profit-making to the onerous task of societal welfare. This is reflected by the fact that the corporate CSR wings are getting more vibrant, dynamic and functional; though we still have miles to go in this direction.

The first edition of this conference, ICCSR 2021, was a grand success and witnessed a diverse convergence; though it has been possible for us to accept only a limited number of submissions. What I personally feel that this confluence, too, of inter-disciplinary and inter-sectoral intellect from different parts of the globe will not only spur research and interventions for a more vibrant, responsible and inclusive ecosystem, but also help the triad of academia-corporate-government to unfathom the unexplored-unexpected-



unavoidable issues and perspectives.

My *en avance* gratitude and greetings to the Keynote Speaker Prof. (Dr.) Colin Coulson-Thomas, all the distinguished guests and delegates from different time-zones for contributing their intellectual pursuits at this academic 'congregation' for the larger interests of the society; echoing and vindicating the Indian philosophy of वसुधैव कुटुम्बकम् which means, the world is one family.

(Dr. Rajeev Ranjan)



Paper-1**ROLE OF ACADEMICIANS TOWARDS ATTAINMENT OF SDGS**

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Abstract

Due to globalization, the world has becoming borderless with increasing amount of inter-dependency. In this situation, the role of higher education has gracing with more significance for ensuring sustainable development of human being. Improved development outcomes for individuals, communities and countries are possible through quality education. Higher education can be seen as a strong tool which assists in creating a better sustainable future. In recent years, the concept of 'education for sustainable development' has become one of the basic educational drives for remitting number of problems coming across the human development.

Higher Education Institutions (HEI) facilitate the society through education, research, and innovation for addressing a number of Sustainable Development Goals (SDG). These institutes can play a crucial role in providing the essential and valid knowledge, realistic solutions to social problems and innovative ways for achieving SDGs. This has initiated the need for the study in appraising the status of HEI towards realising the SDGs by the way of innovation, leadership, and research.

This study reveals benefits of imbibing concept of the SDGs into curriculum and indicates that it can invoke the involvement of different components of academia in general and Higher Education Institutions in particular. The study further attempts to reduce a research gap by analyzing the existing scenario of HEI in terms of applying the notion of SDGs with theoretical and practical exposure. It also throws light on different challenges these institutions are facing while creating awareness for SDGs among students. The data related to SDGs and sustainability teaching at selected HEI was collected through survey questionnaire. The study has resulted into some suggestions providing ideas for better involvement of HEI in absorbing SDGs as component of their teaching schemes.

Key words: Globalisation, Sustainable Development Goals, Higher Education Institutes, Innovation, Leadership

**Paper-2****REDUCING MATERNAL MORTALITY RATE THROUGH EARLY REFERRAL CENTER**

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Abstract

The Goal 3 of Sustainable Development Goals (SDGs) 'Good Health and Well-being' is one of the 17 SDGs established by United Nations in 2015. One of the target to achieve the same is to reduce global maternal mortality ratio (MMR) to less than 70 per 100,000 live births. India had made sustained progress in doing the same by reducing MMR from 130 in Sample Registration System (SRS) 2014-16 to 113 in SRS 2016-18. However, the reduction in MMR across India is not in the same proportion particularly in the hard-to-reach areas like bastar region in Chhattisgarh. To reduce the MMR, government focuses on institutional delivery through primary health centers (PHC). PHCs are established to cover a population of 30,000 in rural areas and 20,000 in hilly, tribal, and desert areas. However, these PHCs are not well connected with road connectivity in hilly, tribal, and desert areas. To address this critical issue Saathi Samaj Sevi Sanstha in Chhattisgarh came up with an innovative idea of establishing Early Referral Centers (ERC). An ERC is a basic health care facility located between the house of the beneficiary and the PHC. For ensuring intuitional delivery of a pregnant woman, the beneficiary is identified with the help of village level workers and she is bought to ERC 7-14 days before the delivery date. At ERC, she is provided with basic medical facilities along with nutritious food. She will be shifted to the PHC, whenever need arises. This model has succeeded in substantially reducing the MMR in the area. The model was initially funded by UNICEF and now by the district administration. This paper details the working of ERC and advocates replicating the same model in hard-to-reach areas like in hilly, tribal, desert areas.

Key words: Primary healthcare, Early referral center, Sustainable development goals (SDG)



Paper-3

USING FILMS FOR UNDERSTANDING CSR TO SDGs: AN ANALYSIS OF ACADEMICIANS' SELECTION OF FILMS AND STUDENTS' UNDERSTANDING

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Abstract

The use of films as a teaching medium is mentioned in the National Education Policy 2020 as one of the methods that can be used to promote learning. The use of films to explain Management can be a great way to engage students and help them understand the concepts like Business Ethics, Corporate Social Responsibility (CSR) or Sustainable Development Goals (SDGs). This paper presents three documentary films in which CSR and SDGs play a significant part and tries to encourage the students as viewers to participate in the understanding the concepts with effectiveness of using film in the classroom. The particular aspects of films as teaching and training tools are examined and the expected advantages of utilizing films are derived. It is hypothesized that films are an effective way to explain the subject 'management' and its important concepts like CSR and SDGs. This is because films can provide a visual representation of the concepts or ideas and can also be entertaining and engaging, which can help to keep students as viewers and participants interested in the topics being discussed. In addition, the foremost role of academicians play an insightful and essential part in the selection of the appropriate films. The selected names are- The Corporation (2003, dir. Mark Achbar and Jennifer Abbott), An Inconvenient Truth (2006, dir. Davis Guggenheim) and The 11th Hour (2007, dir. Leila Conners Petersen and Nadia Conners). The storylines of the films in addition to the exemplar of analysis of management conception are given. The research of this work is approached from a qualitative research perspective. The data are collected through semi-structured interviews with managers, university professors, and students, employing both primary and secondary data sources.

Key words: Films, Teaching medium, Management, CSR & SDGs



Paper-4

AN ANALYSIS OF LONG-RUN AND SHORT-RUN ASSOCIATION BETWEEN THE STOCK MARKET AND ECONOMIC GROWTH: INDIAN EVIDENCE

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Abstract

The important role of the stock market is any nation's development. A stock market knows the marketplace, which deals with stocks and equity shares. The stock market consists of the Primary markets and Secondary markets. The secondary market is called the stock market or stock exchange. Economic growth means the increase or improvement in the inflation of the market value of goods and services for a certain period of time. Economic growth is the percentage rate of increase in the real Gross Domestic Product (GDP). National income is the measurement of economic growth. The economic growth rates of countries are commonly compared using the ratio of GDP to population (per-capita income). The Indian economy is a developing economy. Indian economy is the world's fifth-largest economy by Gross Domestic Product (GDP) and the third-largest by purchasing power parities (PPPs). India ranked 142nd by GDP (nominal) and 125th by GDP (PPP) on a per capita income basis according to the International Monetary Fund (IMF). The Indian economy grew by 13.5% in the first quarter of the financial year 2022-23 and also GDP per capita was \$2,543 (nominal; 2022 est.) and \$8,358 (PPP; 2022 est.). The main purpose of this study was to investigate the relationship between the stock market price and economic growth in India. The study is based on daily time series closing data covering the period from 2012 to 2022. The study used to estimate the short and long-run parameters with Co-integration and Causality. The objective of the study is an analysis the long-run and short-run relation of the stock exchange to economic growth. Also, the finding of the study is to check whether there is an existence of a positive and significant relationship between the stock exchange and economic growth as well as long-run and short-run causality.

Key words: Economic Growth, Stock Market, Co-integration, and Granger Causality



Paper-5**ARE ESG FUNDS A SAFE HAVEN DURING COVID-19 PANDEMIC? EVIDENCE FROM INDIA**

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Abstract

The world experienced significant changes in its social and economic lives in 2020-22. Major stock markets indices experienced an immediate decline. This paper attempts to examine the impact of COVID-19 on stock performance as well as to identify the differences between the responses of ESG stocks and normal stocks to pandemic conditions in Indian market. Amidst the increasing investor interest in ESG products, we attempt to study the value addition of ESG performance to investors during crisis period. Using a sample of ESG rated firms listed on the National Stock Exchange (NSE), we examine the investment performance, trading volumes and return volatility of ESG stocks in an emerging market like India during the COVID-19 crisis. The results of our event study conducted round the important events that have occurred in India during the COVID-19 pandemic provide evidence that investors can use ESG information as a sign of future stock performance. Most significantly, ESG performance provides downside protection during crisis times. Our results show that ESG performance doesn't prove to be detrimental to investment performance during normal times. Also, ESG performance was found to scale back stock return volatility during the COVID-19 pandemic. Finally, our study attempts to make sure an investment case for ESG stocks in emerging markets in India by providing help to the great management hypothesis. These instruments appear to assume the role of risk protection and should be considered a means of both promoting sustainable growth and minimizing portfolio risk. In the post-COVID-19 climate, our study suggests that managers should place greater emphasis on ESG efforts, which allow businesses to keep consumers and investors engaged and financially secure, even during unanticipated external shocks. More proactive sharing of information on a company's ESG operations will be essential, particularly for consumers and investors who may be influenced by the signaling effects of ESG ratings.

Key words: ESG Funds, COVID-19, Volatility Analysis, Pandemic, India, Sustainable Finance

**Paper-6****PERFORMANCE MEASUREMENT OF ESG FUNDS DURING COVID-19 PANDEMIC? EVIDENCE FROM INDIA**

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Abstract

The world experienced significant changes in its social and economic lives in 2020-22. Major stock markets experienced an immediate decline. The purpose of this paper is to measure the performance of Mutual funds especially ESG theme Funds during the pandemic caused by Virus in India. Amidst the increasing investor interest in ESG products, we attempt to study the value addition of ESG performance to investors during crisis period. The sample data is from the inception of funds till March 2022. After, we examine the investment performance, trading volumes and return volatility of ESG stocks in an emerging market like India during the COVID-19 crisis. Our results are robust to various robustness checks that consider the replacement of event window period, ESG measurement, adding other control variable. The results of our event study conducted round the important events that have occurred in India during the COVID-19 pandemic provide evidence that investors can invest in ESG centric funds as a sign to minimize their risk as well as not compromising with their high end usual returns. Most significantly, ESG performance provides downside protection during crisis times. In the post-COVID-19 climate, our study suggests that funds managers should place greater emphasis on ESG efforts, investors engaged and financially secure, even during unanticipated external shocks. More proactive sharing of information on a company's ESG operations will be essential, particularly for investors who may be influenced by the signaling effects of ESG ratings. Finally, our study attempts to make sure an investment case for ESG funds in emerging markets in India by providing help to the great management hypothesis. These instruments appear to assume the role of risk protection and should be considered a means of both promoting sustainable growth and minimizing portfolio risk.

Key words: Mutual Funds, ESG, COVID-19, Performance Measurement, India, Pandemic



Paper-7**COMMUNICATING CORPORATE SOCIAL RESPONSIBILITY ON SOCIAL MEDIA: A SYSTEMATIC LITERATURE REVIEW**

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Abstract

Corporate social responsibility (CSR) is a company's obligations to its various stakeholders and others impacted by its actions. CSR efforts and their effective communication enable organizations to take an integrative approach and meet the expectations of their stakeholders. Also, effective CSR communications stem from a company's desire to influence the perceptions of its stakeholders and achieve competitive success.

In recent times, comprehending CSR communications in light of the growing public awareness of CSR and the extensive use of social media by businesses and customers for communicating the same has become critical. However, with scarce literature on the understanding of social media's effects and the most effective deployment strategies in the context of CSR, this paper is aimed at providing a comprehensive understanding of CSR communications on social media, and suggest its important trends through a systematic literature review. In addition, the current study also attempts to link the existing literature on CSR communications and social media which is otherwise fragmented.

The present systematic literature review is based on eighty (80) studies on corporate social responsibility (CSR) communications on social media platforms published within the last twelve (12) years (2010-2022). The study makes a twofold contribution. Firstly, it classifies the antecedents, mediators, moderators, outcomes, theoretical frameworks, and research designs from these studies, and provides a synopsis of the studies in an effort to comprehend the most recent trends in organizational communications on social media within the context of CSR. Secondly, this study introduces a conceptual framework for integrating past studies based on categorization of various constructs, provides scholars with future research avenues and discusses the implications for businesses.

Key words: Social media, Corporate Social responsibility, Systematic literature review, Communications

**Paper-8****MATERNITY BENEFIT AMENDMENT ACT APRIL 2017(THE IMPLEMENTATION FOR SUSTAINABLE DEVELOPMENT): A STUDY ON BANK OF BARODA**

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Abstract

Bank which falls under the service sector require the participation of female employee. Females carrying the empathy can smartly deal with bank customers. With the nationalisation of bank following the gender equality women grab the job security but discrimination continued to be in bank on the base of normal physiology of maternity for higher role, higher payment, promotion and even in the selection process in corporate. Recently Indian Bank had announced to reject the female applicability (being unfit) for job if they are three months pregnant. So if we see maternity phase is a situation where female employee needs social security support for sustainable development. Considering this fact Indian government has passed several specific acts for female employee to retain them in employment by to provide good health and economic support and one of them is maternity benefit act which has recently amended in April 2017, the implementation of the act on ground level practically is very important and for that female need to have required knowledge of facilities provided in the situation of maternity, under the maternity benefit act which makes it effective So, my study focused on the awareness among female employee of Bank of Baroda, about benefits and amendments under the maternity benefit act, and the implementation of benefits under maternity benefit amendment act 2017 by Bank of Baroda operating in Bihar. My target population is female employee of Bank of Baroda who has availed maternity benefit post April' 2017.

Key words: Maternity Benefit Act, Awareness, women employee, Maternity Benefits



Paper-9**ROLE OF HR IN CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT**

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Abstract

With the growing awareness of environmental issues, the need for corporate social responsibility has emerged. CSR is a key element for corporate success, and HRM plays an important role in understanding, creating, and implementing CSR initiatives. Although much research has been done in the area, the function of human resource management in promoting more socially responsible and sustainable firms remains unknown. This ambiguity might be due to undistinguishable HR contributions to corporate social responsibility and sustainability, as well as the failure to combine HR and CSR tasks.

The purpose of this study is to provide a thorough understanding of how HR functions can help the organization to remain socially accountable to itself, its community, and its stakeholder, how it assist in the management of corporate governance, and support the organization's future direction and vision.

The paper reviews various conceptual studies related to corporate social responsibility to determine the relationship between HR positions and corporate social responsibility. Data has been collected from various secondary sources that are accessible on several websites and social media platforms.

The proposed findings will provide a broader perspective on the role HR might play in CSR and establish a positive correlation between CSR, HRM, and sustainable performance.

Key words: Sustainable HRM, Corporate CSR, HRM role, CSR-HRM Relationship.

**Paper-10****ROLE OF ARTIFICIAL INTELLIGENCE IN SUSTAINABILITY REVOLUTION: OPPORTUNITIES AND CHALLENGES**

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Abstract

The advancement in technology has now entered the public domain. The digital revolution is being implemented across big organizations to transform business practices. The use of Artificial Intelligence (AI) acts as a tool to execute and bring the Fourth industrial revolution. Digital revolution technologies including Artificial Intelligence have the potential to address major societal issues including sustainability. The sustainability revolution needs an integrated and comprehensive understanding of the pathways to achieve Sustainable Development Goals. It requires developing an interlinked methodology that includes economy, technology, climate, environment and human development.

This paper will analyze the role of Artificial Intelligence in achieving different Sustainable Development Goals. Artificial Intelligence has the potential to accelerate the sustainability revolution to protect the environment and conserve resources by monitoring, prediction and detection. The paper will also deal with different strategic measures to use Artificial Intelligence for scientific discovery and apply those tools to ecosystem management.

The benefits of artificial intelligence are accompanied by challenges as well. Artificial intelligence may widen the technological divide. The paper will discuss the potential impacts of Artificial Intelligence; both positive and negative, on sustainable development.

Key words: Digital Revolution, Sustainability Revolution, Artificial Intelligence



Paper-11**ETHICS IN BUSINESS
COMMITMENT TO INTEGRITY AND BUSINESS****Pammi Keshri
Anjali Kumari**anjajiraj30608@gmail.compammikeshri12044@gmail.com**Abstract**

Ethics is a set of beliefs about right and wrong behaviors. However, although nearly everyone would agree that lying and cheating are unethical. Each society forms a set of rules that establishes the boundaries of generally accepted behaviors. There are numerous of regions to consider Business ethics is important, to gain the goodwill of the community, to create an organization that operates consistency, to produce good business, to protect the origination and its employees from legal action and avoid unfavorable publicity. Business organization own use and natural resources and society expects the origination to enhance the interest of consumers, employee and community.

Although organization exists primarily to earn profits services to customers they also have some basic responsibility to society. Many corporate recognize these responsibilities and make serious efforts to fulfill them. A company known for treating its employee well will find it easier to compete for the best job candidates.

The term corporate social responsibility (CSR) evolves from the notion that a business has social duty first, rather than just making profit. Corporate social Responsibility is the commitment by business to enhance economic development while improving the quality of life of the workforce as well as of the local community and society at large.

Companies with strong ethics program have found that these efforts can reduce potential costly fines, improves reputation provide access to capital. Good ethics practices can help a company grow.

In Global economy brand image and reputation are among a company's most valuable assets which makes the business sustainable.

Key words: Ethics, Business, Integrity, Sustainability

**Paper-12****LEVERAGING CORPORATE SOCIAL RESPONSIBILITY FOR
THE ADVANCEMENT OF DEVELOPMENT GOALS: SANITATION
AND CLEANLINESS MOVEMENT IN BIHAR****Amarjeet Kumar**amarjeet21_48@cimp.ac.in**Abstract**

CSR is a powerful instrument for helping a country or state to achieve its social and environmental objectives by working in line with businesses to address developmental issues in developing nations like India. If the state government in India can enlist the wholehearted backing of business for the implementation of social welfare and awareness projects, government development programmes will experience a significant boost. The Swachh Bharat Abhiyan (SBA), a campaign to promote cleanliness, is specifically mentioned in this paper. The Indian government recognized the SBA's broad scope and used corporate social responsibility (CSR) to enlist the help of businesses in implementing projects like toilet construction, sewage treatment, river cleaning, and other initiatives. Bihar is a state where urbanization is at its peak. In scenario state government should work with corporate to achieve its objectives. This paper is both analytical and descriptive in its explanation of how the state government and corporations can collaborate through CSR to shape Bihar's social demographics. It does this by utilizing corporate value and resources and government expertise to identify social gaps and formulate development plans that will have a significant positive social impact. This paper goal is to examine CSR's place in Bihar's state development strategy. It investigates the relationship between public policy and corporate social responsibility initiatives. This qualitative study is based on CSR literature that has already been published, as well as in-depth interviews with government officials and organizations like NGOs and social businesses that are active in finding corporate partners and carrying out social campaigns.

Key words: CSR, Bihar, SBA, Development Goals, India.



Paper-13**SCALING-UP ECO-INCLUSIVE ENTERPRISES: HOW CAN CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMMES HELP?**

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Abstract

Eco-inclusive enterprises are for-profit entities that provide practical solutions to social and environmental problems. Serving communities at the bottom of the pyramid, such enterprises can create collective impacts that endure across their value chains, thereby contributing towards poverty alleviation while tackling environmental issues. Typically comprising small and medium enterprises (SMEs) including start-ups, eco-inclusive enterprises cover a variety of sectors such as sustainable agriculture, clean energy, waste management, water sanitation and hygiene etc. As such, they are cross-cutting across United Nations Sustainable Development Goals (SDGs) on Clean Water and Sanitation (SDG 6), Affordable and Clean Energy (SDG 7), Decent Work and Economic Growth (SDG 8), Sustainable Cities and Communities (SDG11) and are key to providing solutions that are appropriate to the local situation. In spite of their significance, scale-up of such enterprises is limited by various factors, both internal (e.g. lack of capacity) and external (e.g. limited access to finance). In this context, corporate organizations through their Corporate Social Responsibility (CSR) programmes can assist in bridging specific gaps that can facilitate the operation and scale-up of such enterprises focusing on the overall economic, social and environmental impacts that can be achieved. This paper describes the initiatives taken by eco-inclusive enterprises supported by SEED (<https://seed.uno/>) in India with brief case-studies highlighting their potential. Their success factors and challenges are summarized and the support that can be offered through CSR for such enterprises is elaborated upon.

Key words: Green CSR, Just Transition, Bihar, Solar Energy, Cross Subsidy

**Paper-14****CLIMATE CHANGE, SUSTAINABILITY AND SUSTAINABLE DEVELOPMENT**

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Abstract

Climate change is a major issue and with the publication of IPCC assessment reports, it is one of the most discussed topic around the world. It is confirmed that climate change will have a negative effect on the growth and development of human beings. Due to climate change and related problems various sectors are in danger, over the years temperature is rising; there is a subsequent change in precipitation, sea level, and snow-covered as well as melting of ice in Antarctica. Climate variability and extreme weather events like droughts, extremely hot weather, cyclones, storms, and heavy rainfalls are persisting in many parts of the world. Ocean dynamics and subsequently change in sea level has also significantly affected the global climate and the coastal ecosystems. Attaining sustainable development could be one of the solutions to deal with climate change along with tackling other environmental and non-environmental issues like poverty reduction, food security, health issues etc. In light of this backdrop, the proposed study is based on arguments and literature to analyze the linkage that exists between climate change and CSR to ensure sustainability.

Key words: Climate Change, Sustainability, Sustainable Development, CSR



Paper-15**A SECURE CLOUD COMPUTING APPROACH TO INTERNET OF THINGS**

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Abstract

The Internet of Things (IoT) is quickly emerging as the next major advancement in the realm of the Internet. It paves the way for the interconnection and communication of billions of devices to enhance the quality of our daily lives. Cloud computing, on the other hand, allows users to share computational resources whenever and wherever they need them. This, in turn, paves the way for dynamic data integration from a wide variety of sources. Many obstacles prevent Cloud and IoT from being fully realized. The most efficient approach to solving these problems is to combine Cloud Computing and the Internet of Things.

The Cloud's large quantity of resources can be immensely helpful for the IoT, and the Cloud can need more attention to overcome its shortcomings when dealing with physical items in the real world in a more dynamic and distributed fashion. This paper offers a summary of the Cloud's incorporation into the IoT, focusing on its advantages and the difficulties of putting it into practice. The architecture of the resulting cloud-based Internet of Things (IoT) paradigm and the emerging use cases will also be discussed. We conclude by pointing to some outstanding questions and potential avenues for future study.

Key words: Cloud computing, Cloud based IoT, Internet of Things, Cloud IoT.

**Paper-16****REACHING THE UNREACHED TO MEET THE UNMET NEED: VISION SCREENINGS AND PROVISION OF EYEGASSES THROUGH OUTREACH CAMPS IN INDIA**

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Abstract

Uncorrected refractive error is the major public health concern in low-middle-income countries (LMICs) and the second leading cause of blindness. Poor vision affects all age groups and limits the day to day activities. Uncorrected refractive error can only be corrected with appropriate corrective glasses. Visual impairment and blindness caused by uncorrected refractive error can have impact on education, social and economic well-being. VisionSpring with the aim to provide eye care services to the underprivileged population conducted vision screening programs in 18 states in India.

VisionSpring conducted more than 200 camps from January to December 2021. These camps were organized for workers, drivers, school children, and hard to reach communities. Those diagnosed with refractive error received low-cost eyeglasses, and those identified with cataract or other visual disorders were referred to the nearby community health centers/government hospitals.

A total of 381,551 participants were screened, and 56% (n=212,590) identified with refractive error/presbyopia, of them 95.2% (n=202,477) received eyeglasses. Further, 8% (n=30,871) were identified with cataract/other eye disorders and referred to the nearby government hospitals.

The outreach program data shows the high burden of uncorrected refractive error and eyeglasses are the easiest way to correct the vision and can serve the bridge between health care system and community.

Key words: Refractive error, visual impairment, eyeglasses, vision screening, India



Paper-17**AN INVESTIGATION ON EFFECT OF P.M.2.5,
METEOROLOGICAL FACTORS AND COVID-19 FACTORS ON
COVID-19 MORTALITY**

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Abstract

The COVID-19 pandemic poses a serious health concern worldwide. Certain regions of the globe were severely affected in terms of prevalence and mortality. Emerging evidence suggests the major role of ecological factors like ambient air pollutants and meteorological factors. This analysis has been carried out to study the extensive relationship between the means of the mortality of the groups. In this analysis we have taken two phases April to July 2020(PHASE-1) and April to July 2021(PHASE-2) data of 8 cities with the highest infection rate. The cities considered Delhi, Kanpur, Lucknow, Pune, Mumbai, Nagpur, Aurangabad, Bangalore. We have used SPSS software to do ANOVA, in which we have compared the means to know where the Covid-19 infection has impacted the most. Significant robust relationships between these factors were in the populated cities (pop.>50,000), in the rain shadow area and coastal humid climate, the reported COVID-19 infection case was also higher. Relevant agencies can utilize these findings or predicate the future mortality so that earlier precautions can be done for reducing infectious diseases like Covid-19.

Key words: Covid-19, Mortality, SPSS, Meteorological Factors, ANOVA, P.M.

**Paper-18****WASTE TO WEALTH FROM ENTREPRENEURIAL ANIMAL
WASTE MANAGEMENT: AN APPROPRIATE SMALL-SCALE
INCOME GENERATION AND SOURCE OF RENEWABLE
ENERGY FOR RURAL INDIA**

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Abstract

On any livestock farm, organic wastes can make up as much as 80% of the total solid waste produced, with manure production reaching up to 5.27 kg per day per 1000 kg of live weight, on a wet weight basis. Considering this, it can be said that animals produce a significant amount of organic waste in the form of dung and urine all over the world. Almost all Indian cities and villages are teeming with small dairies that cater to the milk needs of the surrounding population. Without a doubt, these farms are very important for the people who live in the area because they get fresh milk every day, but on the other hand, these dairies are also causing a nuisance in the surrounding area by dumping useful bio-resource, i.e., cattle dung, with a large amount of water for flushing in the colony drainage system, which is already overloaded with household waste, leading to silting of gutter, microbial contamination, foul smell, polluting water channels. This daily dumping of cattle dung is due to a lack of adequate space in all urban dairies, even for temporary dung storage. The solution is to procure this wasted dung on a payment basis from urban dairies and make compressed biogas (CBG) as a substitute for LPG and fossil fuels, vermicompost for organic/natural farming, cow dung logs for crematoriums replacing tree wood, Prakriti / Vedic paint to substitute heavy metal loaded synthetic paint, cow dung cakes for Havan and Pooja and many other useful eco-friendly products like cow dung flower pots replacing plastic pots, eco-friendly papers, incense sticks, idols for Ganesh Chaturthi, Navratras etc. on large scale basis which will be commercially viable thereby enhancing dairy farmers income at one hand, employment generation through green jobs, sustainable organic agriculture and livestock development, clean and green cities on the other hand.

Key words: Animal waste management, Waste to Wealth, Vermicompost, Biogas, Cow dung logs, Vedic paint



Paper-19**EXPLORING POTENTIAL WIN-WIN OUTCOMES OF GREEN CSR FOR CONSUMER, CORPORATES AND DISTRIBUTION COMPANIES – THE CASE****Aayush Anand
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With India's explicit commitment at various global fora to transition to a low-carbon energy economy and to achieve net zero emissions by 2070, the onus has now fallen on states to relook and realign their economic priorities with the national agenda on climate change. In this context, the paper examines the case of the state of Bihar – specifically, how leveraging Green Corporate Social Responsibility (GCSR) could create win-win outcomes for consumers, corporates, and distribution companies in the state.

Most industries in Bihar are agro-based, as the land is highly fertile and suitable for agriculture. However, worryingly, as against an average of 242 factories per 1000 population in India, Bihar has just 3.42 factories per 1000 population, indicating poor levels of industrialization in the state. The latest data suggests that the industry has contributed a meagre 0.8% of Gross Value Added (GVA) produced in India in 2018-19. Coupled with this weak state of industrialization in Bihar, the distribution companies (DISCOMS) operating in the state levy a 20% cross-subsidy surcharge on industrial tariffs to compensate for losses made against domestic and agricultural consumers. Since the DISCOMS are already in financial distress, they can ill-afford to reduce this cross-subsidy burden, thereby giving rise to a catch-22 situation.

Given this backdrop, the paper analyses, using secondary data and simulations done for different districts in Bihar, how the state of Bihar can leverage green corporate social responsibility initiatives, particularly for solar rooftop development, for domestic consumers in the state. Additionally, it examines how the adoption of GCSR can result in mutually reinforcing benefits for all the stakeholders involved i.e. the consumers, the industries, the distribution companies, and the state of Bihar. The paper concludes by outlining some key policy imperatives.

Key words: Green CSR, Just Transition, Bihar, Solar Energy, Cross Subsidy

**Paper-20****AN EXPLORATORY ANALYSIS OF HOUSEHOLD ATTITUDE TOWARDS WATER SUPPLY REFORMS****Manas Dang
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The water supply systems in developing countries are largely intermittent in nature which affects the reliability of the water supply. Ideally, the planning of a water supply system should focus on the demand side approach which involves investigating the water supply pattern at the demand end instead of supply side approach. This study attempts to investigate such a demand side approach for planning of water supply system. A questionnaire-based survey was carried out to assess the satisfaction level, water pricing, choice between Public and Private supply, ban on pumping on ground water and use of pumps for increasing the head of water in an area of Kanpur city, Uttar Pradesh, India. A total of 480 respondents were considered. The Binary Probit Model (BPM) was used to explore and analyse these questions answered in Yes/No. The SPSS software was used to carry out the BPM. Results revealed that out of 480, only 380 respondents use municipal or private water supply, thus these are only considered for the binary probit model. The results also revealed that people also share a 50-50 point of view on the ban of submersible pumps; only 1% were willing to hike the water tax for improved services.

Key words: SPSS, Binary Probit, water supply system, survey based model.



Paper-21**HOUSEHOLD WATER CONSUMPTION FOR DIFFERENT END USES IN KANPUR CITY**

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Abstract

This paper investigates per capita water consumption resulting from water use activities in different types of households typically found in urban areas of the developing world. A data collection programme was carried out in 200 households of a locality in Kanpur city, UP, India to extract information on the effect of household characteristics and water use behaviour on water consumption. Various end uses such as brushing, bathing and toilet for individual consumption and washing clothes, gardening and floor cleaning as total consumption of the household/family. Results revealed that the average individual consumption for brushing, bathing and toilet was 4.85, 69.8 and 39.5 respectively. Also, the household consumption for washing, gardening and floor cleaning was found to be 65.2, 46.9 and 55.8 respectively.

Key words: water supply, household water consumption, household characteristics, end uses, water-use behaviour

Paper-22**COMMUNITY SUPPORTED A CSR INITIATIVE: ROLE OF EDUCATION**

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Abstract

When we think about health we actually think about diet and exercise but having a sense of community trusting in relationships and feeling of belongings are vital elements of whole body health. Community-based healthcare offers amazing potential for creating long- lasting improvements to individual health and has the ability revolutionize healthcare. Community - Supported healthcare is so successful; they dive into the amazing benefits that a group approach can have when it comes to reversing disease. The community we live in is a part of who we are. Improving our community and helping others is often at the top of mind. Community health is the intersection of healthcare, economics and social interaction. We have tried to focus on the need and importance of Corporate Social Responsibility towards Community healthcare. It is a medical specialty that focuses on the physical and mental well-being of the people in a specific geographic region. This important subsection of public health includes initiatives to help community members maintain and improve health, prevent the spread of infectious disease and prepare for natural disasters. Good community health equates to healthy people, as a community is the ecosystem or environment in which people live says Thomas. Bognanno President CEO of community health charities. Its difficult to be healthy personality if your community is unhealthy. Education plays an important role in maintaining community health. Health fairs and advertising campaigns that exposes the danger of risks factors like tobacco exposure, poor nutrition can raise awareness about the importance of choosing a healthy lifestyle. There is a social network in determining the healthcare and the health outcomes. It has been found that people working together to help each other in groups can do better and provide a better care to the community. From the idea of bringing groups together patient learn self-management skills, mitigate their loneliness and depressed thoughts which can't be learnt from one on one medications.

Key words: Community, Health, CSR, Ecosystem