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Corporate Social Responsibility (CSR) in Private Hospital of Ludhiana

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ABSTRACT

Corporate social responsibility is a promise to widen the glee of humanity. This is not charity however it is a focus trade policy of healthcare segment. It is a move on the way to manipulate solidity between monetary, collective and environmental. CSR is contributing most essential piece in growth of healthcare sector. It pumps up new opportunities for healthcare segment. The purpose of this research paper is to allocate the importance of CSR in healthcare. It exceeds the policies in which hospitals execute their trade in decent, the public responsive and valuable for humanity in terms of development. People are also screening to plentiful health problems these days and government is not able to handle these problems all alone so involvement of private hospitals is also required for the same. It is a potential and momentous aspect of wellbeing in general development. CSR is growing its importance and appearance day by day. The research paper then discusses the Corporate Social Responsibility in hospital and their impact. Finally, this paper includes conclusion and suggestions.

Keywords: Corporate Social Responsibility; Welfare; Development; Business Development; Relationships Acknowledgement

INTRODUCTION

CSR conception is not novel in India; the name perhaps is. The technique applauded in recent times has been following since very old though informally, the perception of serving the neglected and deprived. CSR was initially proposed by Oliver Sheldon in 1924. Carroll (1979, 1991) offered that CSR included financial accountability, lawful liability, moral duty, and generous liability. The word CSR itself came into general utilization in the early 1970s. By the late 1990s, the conception was fully accepted.

Corporate Social Responsibility (CSR) is a conception which has numerous significance and definitions. The technique it is understood and implemented diverge greatly for every business as well as countries. CSR has been defined by the World Business Council for Sustainable Development (2000) as: "The long-lasting assurance through business houses to perform decently and give monetary societal growth while humanizing the Excellency of living of the employees as well as their family unit." There are loads of causes why it disburses in favor of business, equally large trades in addition to SMEs (small and medium enterprises) for communally accountable and be cognizant regarding the concern of the key partners.

The hospitals have different types of troubles so as the common individual possibly will not completely realize. Problems like rigorous dictatorial fulfillment, extreme workers shortage, improved and expensive technological expansions, accomplishments of global superiority ethics and significant society belief erect this business very tricky. Hospitals have to work harder than other business houses to prevail and preserve that belief though handling with the outfitted disputes. Evaluation of the 1000 companies list discloses that the 14 scheduled in the "Healthcare: Well-being Services", has not revealed any kind of non-financial reports.



Believing the intensity of faith that public contains in hospitals, this is odd and fateful to see that very few information reports surfacing from hospitals. Corporate Social Responsibility (CSR) is a benevolent concept. Study by Cone Communications (2017) demonstrated “how a company's CSR strategies are important in relation to their peak aptitude or stakeholders preference. Impending away from the downturn, companies’ profits have been well build. Hospitals are optimistic to situate that amplified earnings keen on curriculum to facilitate.”

This article outlines the significance of CSR, and the benefits that sustainable and ethical practices can bring to the business. It discusses the different CSR activities of a hospital situated in Punjab and analyses their reception by the target audience and how they have been impacted with regard to their confidence and faith in the healthcare Organization outreaching them.

CSR IN PRIVATE HOSPITALS

CSR and its performance grasp the key in the Hospitals were community from different belief, province, caste, and economic conditions. The public here is mostly the Doctors, Nurses, Patients, Attendants, Caregivers, and Medical support providers. Considerate the compassion of the occupation wherever doctors deal with the illness openly connected to the existence of the patients. CSR works similar to a task force for the Hospitals as these are directly proportional to the positive market reflection.

CSR ACTIVITIES: DECENT REFLECTION

Recognizing the significance of social responsibility for their stakeholders, different business corporate are currently spotlighting on and also following a few wide style of CSR activities:

- **Green Activities:** Most of corporate bodies connected with healthcare, the important spotlight is towards atmosphere and environment. This is because if the environment is green and clean, the health of people will be good. The emphasis has therefore, been on tree plantation, distributing tree saplings, tree guards and related infrastructure such as water cans, display boards and writing slogans for the motivation of general public.
- **Civilization tilting Activities:** Healthcare Sectors have also been performing a variety of civilized activities. Fashion show for acid survivors, Eye-care camps, blood donation camps, medical camps, distribution of ration, school fees, etc. are being held by certain organizations. Private and corporate hospitals have CSR funds that can be used for the carrying out of publicly appropriate events under CSR



activities.

- **Workers Performance:** By taking care of workers virtually, the hospitals are competent to show their corporate social liability. It is a generous technique of handling with benefit of workers. The distribution of presents to workers on festive occasion such as Diwali, Dussehra, Vaisakhi, etc. is a way to keep them connected with the association.

MEANING OF CSR

Though it's not a lawful pressure, carrying out CSR initiatives is considering as superior perform to consider social and environmental issues into account. It is an extensive expression used to explain a business house, hard work to get the society healthier in one or the other way. Social Responsibility is significant to a company as it expresses the customers and the media together the mutuality of benefits through the contemplated CSR activity.

The Cone Communications CSR study (2015) revealed that 91per cent of global consumers expect businesses to operate responsibly to address social and environmental concerns. Further, 84 percent of the subject expressed that they looked for responsible products wherever possible.

The support of healthy communal accountability strategy can greatly influence business decisions where consumers try to opt for a fair purchase. This can pilot to better proceeds for the business and thus the business house is benefitted. An industry can develop with or without CSR, but accountability seems to be sounding in favor of others allows a company to gather revenue in numerous modes.

The consumers are gradually getting aware of the significance of social responsibility, and actively seek products from the business house that operate ethically. The CSR demonstrates that the business that takes an interest in prevalent social needs and issues, rather than just those that impact your profit margins, will attract customers who share the similar feelings. Therefore, it makes good business sense to operate sustainably through CSR activities.

These CSR efforts can range from contributing funds to nonprofits to execute environment-friendly policies at the workplace. The CSR is therefore considered vital for business houses. It also plays major role to increase Media Visibility. The motive that company should have observable CSR drive is owed to the consequence and the popularity of the media.



The Company that wants to care for their brand name must be aware of the electronic and print media and vital part of public sensitivity. The CSR also helps to make good relations with Government departments. Companies that are making initiative towards the CSR usually have a comfortable experience when dealing with politicians and government supervisory body.

The CSR activities offer many benefits to companies including the desired brand recognition, development of positive reputation of business, enhanced sale and customers bonding and loyalty, saving on operational costs, better financial performance, growth of organization, and easy access to capital. The Organizations actively engaged in CSR generally has great ability to attract talent and staff retention.

Table 1: Information about Fortis Hospital Ludhiana, their main CSR activities and benefits accrued to origination and society

Sr. No.	Major CSR Activities Undertaken	Benefits to Society	Benefits to Organization
1.	Free Medical Camps	Poor and needy families were benefited from the initiative	It help to increase brand value of the organization
2.	Fashion Show for Acid Survivors	Acid Survivors are benefitted by getting treatment on affordable price and also get international reorganization	Enhanced confidence among people to get treatment from the hospital
3.	Cancer Awareness Campaign and Street Plays	Poor patients benefited from imitative and society got information about the disease	Increase goodwill better mutual rapport facilitate their relations with society
4.	Organ donation drive	These CSR activities are awaking people and connecting them with society	Huge Publicity Enhance visibility Increase confidence with community Brand value increase
5.	Singing Competition for visually challenged kids	More than 200 visually Challenged participated. About 500 visually challenged got free eye checkups and treatment.	Better connectivity and positive bonding of the masses with the hospital
6.	Sporting healthcare of workers, their families and the nearby community	Huge benefits to the citizens	Increased brand value better community connectivity.



7.	Tree Plantation Drive	More than 5,00 plants were planted	Huge publicity better trust to the community improve clientage
8.	Offers care for cleft lips and cleft palate children	Free of charge surgical service to the kids and grown-ups	Hospitals are getting funds, trainings and other support by the philanthropic

THE REVIEW OF RELEVANT LITERATURE INDICATES

Gautam and Singh (2010) reported that the CSR is observed by India's towering 500 business houses as their societal liability. They offer CSR as inclusive industry tactic, in the form of kindness in approach and meeting the expectations of stakeholders. The CSR strategies differ as far as revenue and earnings are concerned. The study recommends how companies as well as social accountability come out as a convergent path. Out of the 500 towering business houses studied, 220 did not state about their social liability initiatives. Further, approximately 270 business houses (48 Percent) reported about their societal liability and explained about the attractive initiatives being created by them as a part of CSR programmes. The companies described CSR in their own traditions according to their needs and identified mandate.

Deepak (2012) the CSR is an assurance of business to provide for sustainable financial growth, working with human resources, their nearest and dearest, the people and humanity by the side of huge in the direction of better life eminence.

Krishnan (2012) revealed that the companies promising an inclusive CSR approach anticipate certain benefits in the form of a number of potential encouraging outcomes. The CSR strategies help to improve brand name worth and company icon as well as superior client devotion. CSR plays major role to increase shared value of benevolence.

Kevin (2014) studied CSR in pharmaceutical business. He reported that the pharmaceutical business industry is currently considering proper assessment towards their CSR initiatives. There are suggestions to facilitate CSR initiatives. No one can truly split the trade as of the societal case once it appears under the CSR initiative. Top 20 pharmaceutical groups have built-up strong CSR programs as well as various arranged proper departments for CSR work in the country.

Nanwani and Doshi (2016), the innovative groups Company Act of 2013 has made CSR compulsory for companies with effect from April 2014. As per Section 135 of the Act, compliance of CSR regulations are mandatory for groups or business houses with a value of Rs.500 Crore or else with the revenue of Rs.1000 Crore or additional or Net income of Rs.5 Crore or more in a specified economic year. The companies are



required to spend 2% of regular profit of straight away foregoing three financial years on particular CSR initiatives. According to the Companies Act, 2013 mandates setting up Board level CSR Commission and Public Disclosures of Social Initiatives Documents.

Desai (2017) observed the health care industry as top most business into the globe meant for taking care of patients. The sector has been considered as one of the largest sectors in terms of both revenue and workforce employment. Wellbeing associations are compounded in conditions to institute set up, community relations, administration involvement and societal commitments etc. Unlike other sectors CSR is additional projected from the groups.

HEALTHCARE CSR ADOPTION BY FORTIS HOSPITAL LUDHIANA

Fortis Hospital accepted healthcare-related CSR initiatives such as:

- i. **Free Medical Camps:** Fortis is running numerous CSR activities such as Free Medical Camps which endeavors to offer Poor and needy families. They were benefitted from the initiative. Thousands of people got free health checkups and medicines during the camps. These types of camps help hospitals to increase their brand value.
- ii. **Fashion Show “Beautiful You” for Acid Survivors:** Fortis Hospital Ludhiana organized fashion show for acid attack survivors. Survivors were benefitted by getting treatment on affordable price and also get international reorganization. Channav Foundation got one lakh rupees for the treatment of acid survivors. Because of this initiative Fortis Hospital got so many appreciations award and media attention. It enhanced confidence among people to get treatment from the hospital
- iii. **Cancer Awareness Campaign and Street Plays:** Fortis Hospital is organizing a variety of CSR activities including cancer awareness campaign and street plays to aware the people regarding cancer. Poor patients benefited from initiative and society got information about the disease. These CSR Increase goodwill Better mutual rapport and Facilitate their relations with society
- iv. **Organ donation drive:** Hospitalis organizing a diversity of Corporate Social Responsibilities to help the community such as Organ Donation Drive. With this CSR they are awaking people about benefits of organ donation.



- v. **Singing Competition for visually challenged kids-** These CSR activities help build connectivity and positive bonding of the masses with the hospital. More than 200 visually Challenged were participated. About 500 visually challenged got free eye checkups and treatment. Near about 50 participants got cash award and winner got chance to record a track.
- vi. **Tree Plantation Drive:** Fortis Hospital is organizing free tree plantation drive for clean and green city. It is a great contribution towards the welfare of community through the CSR activities.
- vii. **Offers care for cleft lips and cleft palate children:**It offers care for cleft lips and cleft palate children in Ludhiana. This CSR offers free of charge remedial fissure surgery It offers free of charge surgical concern in favor of kids and grown-ups.

CONCLUSIONS

The purpose of this paper is to present the extent of Corporate Social Responsibility (CSR) activities being carried out in private hospital. The region where hospital is considered includes biological, sociological, and corporate/business aspects. One of the finest profits of endorse the community responsibility in the healthcare sector is the constructing the assurance, connectivity and branding of the hospital among the society concerned. It also encourage environment for the workers of the hospital. While human resources and executives experience that they are working for hospital that has an aspect of morals and kindness in their business, they will expected be more passionate and occupied in their work. This can build wisdom of society and cooperation which convey all and sundry as one and consequence into more comfortable, more energetic and resourceful employees.

The CSR in health care is vital to hospitals and pharmaceutical groups. They should support common moral point of view within the new frame of hospital outreach to the masses and strengthen their CSR strategies. In the health care framework, communal liability has a broader field of partaking as well as issues related to peoples' rights, gender equal opportunity, adolescent employment, and the ecology of surroundings.



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