

The Road Map of Jindal's and Tata's CSR Towards the Upliftment of Handicraft Workers at Ranchi District in Jharkhand State

Ashish Prasad*

Abstract

The purpose of this research is to look into the Corporate Social Responsibility (CSR) activities undertaken by Tata and Jindal Group to help handicraft artists. Handicrafts are an essential element of India's cultural history and a source of income for many rural populations. However, the industry has several obstacles, including a lack of market access, poor pay, and training opportunities. Two of India's major corporate houses, Jindal and Tata Group, have launched CSR's projects to assist the growth of handicraft workers. The purpose of this research is to examine the impact of these activities and their efficacy in solving the sector's difficulties. To collect secondary and primary data, CSR coordinators from the Tata and Jindal Groups, and important participants in the handicraft industry. The collection of secondary data will come from a range of sources, including case studies, news articles, and annual reports. The collected data will be analysed using a combination of qualitative approaches, such as content analysis. The outcomes of the study will provide insight into Tata and Jindal Group's CSR activities aimed at uplifting handicraft workers. The research will also contribute to the corpus of information concerning CSR and its impact on rural communities. The study's results will assist policymakers, researchers, and practitioners in developing long-term growth plans for the manufacturing industry. Overall, the purpose of this research is to assist handicraft artists in creating a more equitable and sustainable future, while also emphasising the importance of CSR in stimulating the expansion of the handicraft industry.

Keywords: GSDP (Gross State Domestic Product), economic scenario, corporate social responsibility, deficient in demand, recovery in sales, social welfare

INTRODUCTION

India is well-known for its charity and prosperity. No, it is not just the government's responsibility; all citizens must do social obligations [1]. Throughout history, there have been several instances, but the most notable are Ashoka and Akbar. They had diverse lives at various eras, but they shared the same objective: the welfare of society. They only did various things for the people's benefit, such as digging

wells, building Viharas and plantations, and so on [2]. The entire world is our family, according to Maha Upnisada chapter 4, song 71, "Vasudev Kutumbakam," and I am aware that this is how we take care of the family in terms of finances, social standing, morality, and other aspects. The Sanskrit hymn "Bahujan Sukhaya Bahujana Hitaya Cha," which is part of the Rigveda and explains the idea of "welfare of the many and material and non-material well-being," is another source of proof for social duties. Another source of evidence for social duties is the Rigvedic this Sanskrit hymn "which covers the notion of "welfare of the many and

*Author for Correspondence

Ashish Prasad
E-mail: asoni102@gmail.com

Post Graduate Teacher, Department of Economics, DAV
College of Education, Ranchi, Jharkhand, India

Received Date: July 20, 2024
Accepted Date: August 31, 2024
Published Date: September 05, 2024

Citation: Ashish Prasad. The Road Map of Jindal's and Tata's CSR Towards the Upliftment of Handicraft Workers at Ranchi District in Jharkhand State. International Journal of Trends in Humanities. 2024; 1(2): 25–35p.

material and non-material well-being." According to the World Bank, corporate social responsibility is when the community has a major role in guiding a company's operations rather than just being a stakeholder. One well-known businessman is Jamsetji Tata. Jamsetji Tata This name does not interest anyone. He was a renowned Indian industrialist who created the Jharkhand city of Jamshedpur and the group firm "TATA.". We are aware of his role in the development of the country; he is referred to as the "father of Indian industry" [3].

"In a free enterprise, the community is more than just another stakeholder in the company; it is the primary reason for the business's existence." Jamsetji Tata is well-known tycoon. Jamsetji Tata This name does not appeal to anybody. He was a notable Indian entrepreneur who founded the TATA Group and the city of Jamshedpur in Jharkhand. We are aware of his contributions to nation-building; he is renowned as the "Father of Indian Industry." "Although India is developing as a country, the most essential aspect is the improvement of its socio-economic conditions. In India, private corporations must comply with a social welfare duty. Although the notion was not new, the parliament adopted it in the 2013 Company Act revision. Corporates are now beginning to contribute to improving the socioeconomic conditions of people such as craftsmen and workers. A few trusts and NGOs try to better the socioeconomic circumstances of artisans. MNCs support NGOs and trusts in this way as well. The primary goal is to assist those who are in need. Corporates like the Tata Group (TCS) have significantly improved the lives of the impoverished [3].

Corporate Social Responsibilities and Handicraft Sector

Welfare for the weakest sections of society is not just the obligation of the government, but also of corporations, which is why CRS exists. The notion of corporate social responsibility initially surfaced in the 1950s and 1960s. The goal of corporate social responsibility (CSR) is to encourage the socioeconomic integration of environmental, educational, and health concerns into business operations. The incorporation of handicraft artists' socioeconomic status into CSR efforts is also a source of optimism for national development. In the early 1990s, Mahatma Gandhi created the notion of trusteeship and brotherhood, which aids workers' socioeconomic development. Everyone has affected CSR, whether we are searching for family values, customs, culture, or religion.

Companies Act 2013, CSR in India has long been viewed as a significant step toward societal well-being. On August 29, 2013, the Indian legislature took historic measures for the betterment of society via the Companies Act 2013, which was later superseded by the Companies Act 1956. The new legislation has brought about changes in society that influence business creation, administration, and governance, and it includes an extra part, part 135, under Corporate Social Responsibility requirements ("CSR") for companies listed in India.

The Role of the Corporate Social Responsibility Committee

- To identify and provide resources to the most vulnerable members of society.
- To suggest the projects' spending plan.
- The Committee is responsible for keeping an eye on the CSR policy.

Corporate employment is seen as a turning point in the socioeconomic advancement of the working class and craftsmen. "The business's commitment to contribute to sustainable economic development by working with employees, their families, the native community, and society at large to raise their standard of living" is what the World Bank defines as corporate social responsibility, or CSR." 3–4 lakh persons, according to the Jharkhand government and Jharcraft, were employed in the handicraft industry, however, few of the workers and artisans were owing to the covid-19 epidemic. Apart from these other unemployed and jobless people, around 30–40 thousand employees have participated in these activities, which is why they are seeking odd employment. About 3 lakh craftsmen operate in the handicraft industry in Jharkhand; their socioeconomic conditions are taken care of by the government, CSR, various NGOs, and the Educational Development Society (SEEDS). Handicraft refers to

something made by regular people (artisans) using their hands or a traditional design. Crafts, especially ornamental things, are frequently very costly. Natural raw materials, such as organic materials like clay, bamboo, wood, metallurgy (Dokara art), and painting, are typically used to create handicraft items.

The Jharkhand tribal handicraft is well-known among all handicrafts, but due to recent economic troubles, it is in decline. As a result, everyone should consider the challenges facing the handicraft business, such as a lack of knowledge, a lack of market opportunities, a lack of funding, etc. The handicraft industry is the second biggest after agriculture, which is primarily for the growth of the state. However, because it was concealed from the government and corporations, many people depend on it for their living or survival. Following the focus of the government and businesses, this sector adds to the GDP of the state. Corporate social responsibility (CSR) initiatives enable businesses to support the handicraft industry by supplying market possibilities, technical assistance, and training for the craftspeople. Most commonly, "anything manufactured by hand, frequently with the use of rudimentary tools, and are typically creative or/and traditional" are referred to as handicrafts. They are also decorative and functional things. The numerous tribes and their members produce the majority of the handicraft in Jharkhand. Since bamboo is a readily available raw material here, the tribes are producing bamboo goods. The following Jharkhandi crafts are hand-made, traditional products of the region's tribes.

Tribal jewellery, bamboo crafts, Patkar, Madhubani, Khobar paintings, woodcraft, metalwork, such as Dokra art, and stone carving are just a few of the many crafts produced in Jharkhand. The artisans live in the village and rely on nature for their daily needs, but there are issues that they face that prevent them from being elevated without government assistance. As a result, the government launched a variety of programmes to raise the living standards of artisans and provide them with essential services like basic healthcare, training opportunities, markets, and exhibitions. Since most of the craftspeople come from low-income backgrounds, education is essential to their socioeconomic advancement.

The Economic Value of Handicrafts

The intricate cultural background practises, and traditions of the artisans—who are primarily from tribes are reflected in the handicrafts of Jharkhand. Providing training, cutting-edge tools, technical advancements, market accessibility, and financial assistance to foster the expansion of the sector is a measure adopted by the government, businesses or corporate entities, NGOs, as well as the sane citizen of the state handicraft worker. These actions are being made to increase the production of the handicraft industry, which is beneficial for the development of the country and handicrafts are increasing their proportion of the state's GDP. Because they are concentrated on labour-intensive processes, they offer significant job prospects even with modest capital investment. Additionally, it is a major source of foreign cash and increases exports, both of which grow the country's gross domestic product. Since the beginning of time, India has been the main producer and supplier of handcrafted products. After India's industrialisation, we have observed social changes in the country's economy. However, before industrialisation, this industry, art, and culture represented a possible economic benefit for the nation to support the survival of handicraft art. The majority of the value of the crafts has risen in recent years as a result of their monetary and cultural integration. Small-scale businesses like handicrafts can make a big difference in the state's progress. These serve as the primary foundation for a variety of handicraft industries, including the production of Khadi, silk, bamboo, metal (Dokra), terracotta, and traditional jewellery, among others.

Societal Corporate Social Responsibilities (CSR)

Following the adoption of the Law of CSR by the 2013 Company Act and Section 135 in India. The Board of Directors will ensure that the business has adequate resources for societal welfare in each fiscal year, which must be at least 2% of the company's average net earnings for the previous three consecutive normal fiscal years. This will be combined with other social work initiatives that are advantageous for societal well-being. The company's revenue will go toward ending hunger, poverty,

and giving everyone the opportunity to work; it will also fund health care facilities, education for underprivileged children, employment training through vocational skills, gender equality, women's empowerment in rural areas, establishment of women's homes and hostels; ecological balance and sustainability; disaster management; and any other areas that may occasionally be added to Schedule VII of the Companies Act, 2013 [4].

REVIEW OF LITERATURE

Research focuses on Tata's corporate social responsibility activities for the welfare of handicraft artists. In this study, he concentrated on the roles and responsibilities of Tata and Jindal Steel & Power Limited (JSPL) in the Jharkhand area. He also discusses the primary issues that handicraft workers encounter, as well as the origins and outcomes of those issues.

Mittal, P. (2016), contrasts the corporate social responsibility (CSR) initiatives of Tata and Jindal firms in this article [5]. It will most likely investigate the many projects and programmes that the firms have established to continue to contribute to society and the environment, as well as how these efforts match their respective purpose and values.

Verma R (2015) examines Tata and Jindal Steel and Power Limited's corporate social responsibility (CSR) practises [6]. This article compares and assesses these two firms' CSR activities, focusing on the different projects they have done to solve social and environmental challenges. The research might also show the effects of these initiatives on the firms and their stakeholders.

Jain's (2014) research compares Tata and Jindal's CSR programmes. This research looks at the two corporations' numerous welfare initiatives and programmes [7]. This research also shows the significant similarities and contrasts between the two firms, providing insight into their approaches to CSR. Shukla. M (2013); assesses the CSR initiatives of TATA and Jindal, two prominent Indian corporations [8]. It is likely to include a thorough examination of both organisations' policies, procedures, and efforts concerning their social responsibility. He also emphasised the need for CSR in the handicraft industries.

SIGNIFICANCE OF THE RESEARCH

- The government and CSR hope to increase handicraft craftsmen's awareness, which will foster their creativity and innovation.
- The CSR contributions made by corporations, particularly the Tata group of Companies, are better understood thanks to this study.
- With the aid of this study, researchers may investigate how corporations are integrated into the handicraft industry and what actions they take to improve the socioeconomic status of craftsmen and handicraft employees.
- This research provided an introduction to CSR and discussed how the handicraft business contributes to both the state's and the craftsmen's economic progress.

OBJECTIVE OF THE STUDY

- To investigate the economic situation of artisans.
- To create a trading and commerce platform for craftspeople.

Research Issues

- How does TCS affect the socioeconomic circumstances of artisans?
- What do locals do in terms of CSR to the handicraft sector?
- What aspects of craftsmen's socioeconomic situation are impacted by JSPL?

Research Methodology

This research work uses both primary and secondary sources to support its descriptive and critical analysis. Primary and secondary data have both been gathered for the suggested article from interviews

and a variety of research papers, journals, books, websites, government data, etc. Furthermore, to completely comprehend the importance and contribution of the handicraft industry, data has been gathered from a variety of sources, including books, newsletters, reports, magazines, journals, newspapers, the internet, and existing literature. The study's foundation is the range of initiatives that firms have taken to improve society and the underprivileged segments of society as a result of using the review technique. Only the respondents' perceptions of CSR's contribution are examined in the study.

We can ascertain the validity and efficacy of the study based on the arrangement of the sign. To extract pertinent ideas from the theoretical framework, the author must employ the personal interview approach. Various methodologies are also employed in this article's data analysis and discussion.

THE JINDAL STEEL AND POWER LIMITED (JSPL)

Ranchi's artisans confront a variety of obstacles that threaten their livelihood. Craftspeople usually receive low compensation, which makes it challenging for them to make ends meet. Furthermore, they lack job security because they are not always assured a consistent salary. The craftsmen's working conditions are likewise deplorable since they lack access to necessary tools and equipment. This makes it harder for the craftsmen to manufacture high-quality goods, reducing their revenue.

Jindal Steel and Power Limited (JSPL), a well-known Indian company, has introduced a new scheme to benefit craftsmen in Ranchi, India. The difficulties faced by the artisans who produce handicrafts include low pay, unstable employment, and unfavorable working conditions. The project aims to support local artisans who face a range of difficulties such as low pay, job insecurity, and inadequate working conditions. JSPL's investment in the welfare of the artisans is aimed at providing support and training to improve their skills and increase their income. This effort is part of JSPL's corporate social responsibility (CSR) operations to enhance the lives of artisans and the environment in which they operate.

A well-known conglomerate in India with an emphasis on the mining, steel, and power sectors is Jindal Steel and Power Limited (JSPL). The company's impact on the Indian neighbourhood communities where it operates is significant. The Jindal CSR effort is a crucial component of JSPL's aim to improve both the human condition and the environment in which they conduct business. This study focuses on the well-being of Ranchi, India's handicraft workers and the Jindal CSR initiatives. The initiative is intended to offer artisans the assistance and training they need to enhance their abilities and boost their revenue. JSPL has set up training facilities for artisans to master diverse techniques like weaving, embroidery, and dyeing. The facilities are outfitted with cutting-edge tools and technology, and the craftsmen are instructed by field specialists who have been trained and have many years of expertise. The programme also includes a market connection project, which connects craftsmen with buyers and customers. The craftsmen are given the chance to exhibit their wares at local and national trade shows, where they may meet with buyers and customers and display their talents. As a result, the artists' revenue has increased significantly, as they can now offer their items directly to clients [9].

JSPL's Investment in the Welfare of Artisans

JSPL has made significant expenditures in CSR initiatives aimed at bettering the lives of Ranchi craftspeople. The company has developed training facilities where craftspeople may learn methods like as weaving, embroidery, and dyeing. The facilities are supplied with cutting-edge equipment and technology, and the artisans are guided by field specialists with extensive training and experience. The market connection project, which is part of JSPL's commitment to the welfare of craftspeople, connects them with buyers and customers. Craftsmen are permitted to present their items in local and national trade events, where they may interact with buyers and consumers and demonstrate their skills. As a result, the artists' revenue has grown dramatically since they can now sell their products directly to customers.

Amount Invested by JSPL

JSPL has made major investments in CSR efforts focused on improving the lives of Ranchi craftsmen. The precise amount invested by JSPL is not public knowledge because the firm does not reveal the specifics of its CSR operations. However, it is claimed that JSPL has committed several crores of rupees in CSR operations, including support for Ranchi craftsmen.

JSPL has also created a financial literacy programme for craftsmen, intending to teach them the value of financial planning and saving. The programme offers practical guidance to craftsmen on how to save and invest their money properly. This has enabled the artists to plan for their future and assure a steady source of income. Handicraft workers in Ranchi suffer several challenges, including low pay, a lack of job security, and bad working conditions. The Jindal CSR programme has taken on the mission of improving the lives of these employees with the required aid and guidance. This has been accomplished through a range of programs designed to boost their earnings and develop their skills.

Jindal CSR's initial project was the establishment of training facilities for craftsmen. These facilities provide training in a range of trades, including weaving, stitching, and dyeing. These strategies are taught to workers by industry experts who are experienced and informed in their field. In addition, workers receive practical instruction in the use of tools and equipment and are exposed to the newest materials and technology [10, 11].

Jindal CSR's second initiative was the development of a market link programme. Buyers and customers will be introduced to craftsmen as a result of this effort. Employees are allowed to showcase their products in regional and national trade exhibitions, where they may network with clients and demonstrate their skills. As a result, the workers' income has increased significantly since they can now sell their items directly to customers.

Jindal CSR's third initiative was the development of a financial literacy programme. The goal of this programme is to educate employees about the importance of saving money and budgeting. Employees are reminded of the need of saving for the future, and they are given useful advice on how to invest and save their money wisely. This has made it easier for employees to plan for the future and ensure a steady source of income. The Jindal CSR initiative has enhanced the quality of life for Ranchi handicraft craftsmen. Workers' earnings have improved as a result of their capacity to sell directly to customers. They've also gained new skills, which have boosted the stability of their jobs. Workers may now create plans since their financial knowledge has improved. The Ranchi craftspeople have been greatly impacted by the initiative. The craftsmen's revenue has increased since they can now offer their creations directly to buyers. They have also increased their employment security by learning new skills. The artisans may now create long-term strategies and are more financially conscious.

Impact of JSPL's Investment:

The impact of JSPL's involvement in the well-being of Ranchi's craftsmen has been tremendous. The craftsmen's revenue has increased since they can now offer their creations directly to buyers. They have also increased their employment security by learning new skills. The craftspeople are now more financially aware and capable of making long-term plans.

The artisans have felt the impact of JSPL's investment, as has the surrounding community. The fact that the artists can now provide for their families has improved the town's general standard of living. JSPL's investment has also contributed to the artisans' better future, since they now have the skills and expertise to flourish in their chosen fields [12, 13].

TATA GROUP

The Tata Group Corporation greatly contributes to the socioeconomic well-being of handicraft artisans. In the Indian market, Tata Group is a Renault brand. Jamshedji Tata, the man whose initiative lay the framework for India's steel industry by establishing the TATA Group, a company that became

TATA. His achievements made him known as the "Father of Industrial India." His ideal project, the Tata Group of Hotels in Mumbai, was first his father's business, which he worked for. Tata Iron Steel Company (TISCO), presently known as Tata Steel, was founded by his eldest son Dorab Ji Tata after his death. West India's first hydroelectric power station was constructed in 1907, marking the beginning of Tata Power. In 1911, the Tata Group launched another dream project: the Indian Institute of Science. The Tata Group of Companies was formed as a result of the development of approximately more than 100 enterprises throughout the world under the Tata umbrella.

CSR contribution of the Tata group of Companies CSR's Purpose

Jamshedji Data took the initiative for academic education since his family has a history of civic responsibility. Corporate social responsibility (CSR) was first established by the Companies Act of 2013, Schedule VII of the Act, and the Companies Rules of 2014, as well as by their revisions and adjustments. We acknowledge our significant contributions to societal well-being as shown in figure 1 and figure 2.

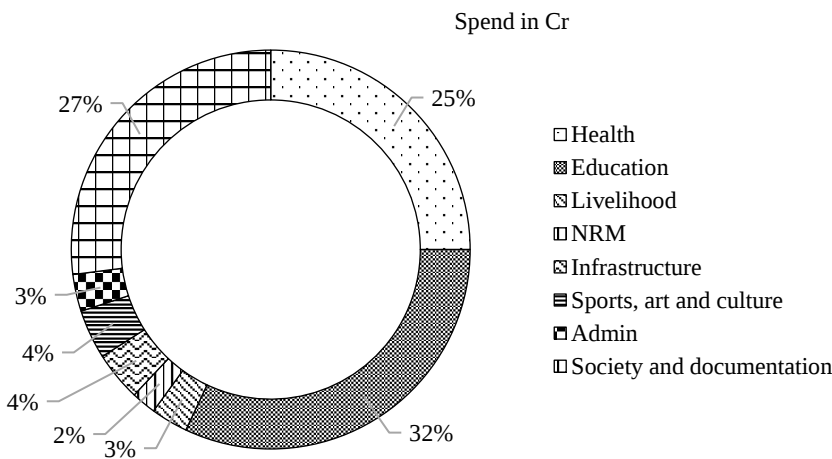


Figure 1. Jindal's contribution to CSR.

Source: <https://thecsrjournal.in>

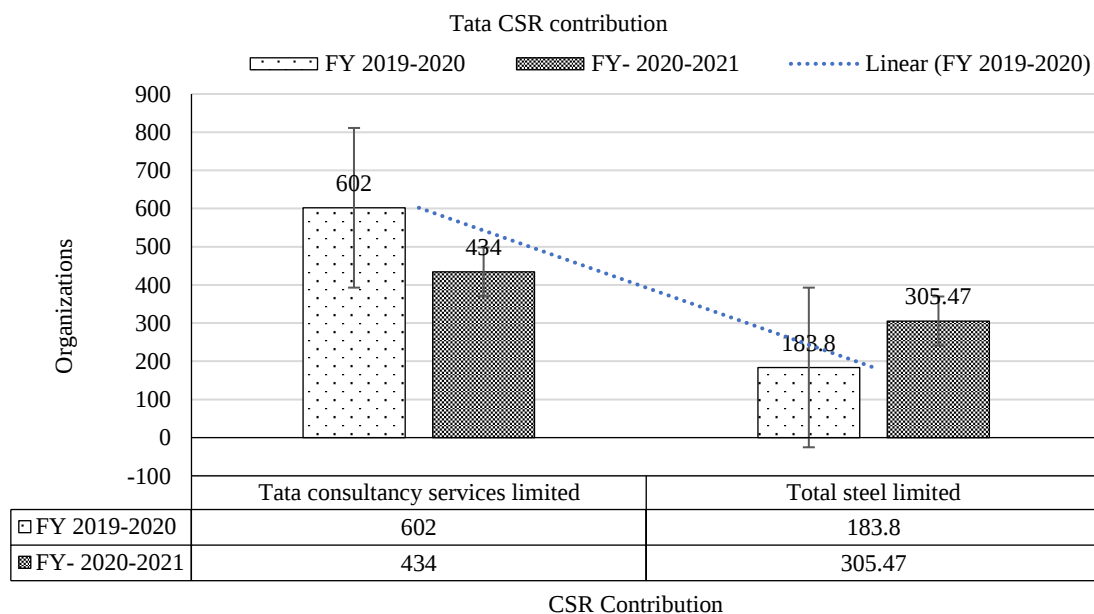


Figure 2. Tata's CSR contribution.

Source: www.tata.com

Vision: "Creating linked communities to promote people's and the planet's well-being." Tata Communications envisions a future in which the socioeconomic conditions of the most vulnerable members of society, such as artisans, are improved in addition to addressing the systemic, global challenges of equitable resource distribution, social inequality, environmental degradation, and climate change. This future will prioritize social and planetary well-being.

Tata Motor's Key focus Area for CSR

Through the "Vasundhara" project, Tata CSR is aiming to improve the environment in addition to caring for the wellbeing of people. Tata CSR is primarily based on seven national and worldwide themes, which are as follows: 1 Aarogya for health, Kaushalya 2 Amrutdhara 3, Seva 4, Vidyadhanam 5 Vasundhara is the sixth name.

Aadhaar, for example. Tata Motors leads the Aarogya initiative, which provides health measures to malnourished children under six years old. Aside from this, Tata Motors provides numerous services through the Aarogya program to assist the nutritional food workers. This effort also creates awareness among parents about the need of providing a balanced diet for their kids.

Tata Motors' Kaushalya initiative aims to boost employment opportunities in India. Of course, several sorts are available to the young, creating job opportunities through India's skill development strategy.

Amrutdhara's objective is to supply clean drinking water. In India, one-third of districts face acute water shortages as a result of water table depletion, while high-water table depletion poses comparable challenges. Amrutdhara is a corporate social responsibility project that was started by Tata Motors and the non-governmental organization Sumant Moolgaokar Development Foundation (SMDF) to supply potable water to rural communities. In 1980, the government projected that just 1% of India's rural populations had safe water.

Tribal Cultural Society (TCS)

Tata established the Tribal Cultural Society in Jharkhand, India, in 2008. The Tata Corporation stands with the indigenous people, and corporations should take constructive steps to ameliorate their circumstances.

Money, in Jamsetji's view, is only valuable when it serves people's wants and interests. Tata's CSR journey began in the 1970s with efforts to ameliorate tribal people's socioeconomic situations, and separate villages for Dalits and tribal people were constructed in Jharkhand. In 1984, the Adivasi and Harijan Welfare Cells were formed. This subsequently became known as the tribal cultural society.

Like efforts aim to integrate tribal people's socioeconomic situations in areas like as art and culture, education and literacy, health and nutrition, MSMEs (Micro Small and Medium Enterprises), tribal welfare, and self-help groups (SHGs), among others. Several non-governmental organizations (NGOs) have collaborated with the Tata group of companies to improve the economic position of tribal people. Tata led a number of TCS initiatives that have improved society, such as the Grashree Mela under CAPART and the Ambedkar Hastship Yojana.

Gram Shree Mela Under Tata Steel Rural Development Society (Tsrds) And Tata Chemical Rural Development Society (TCRDS)

The Council for Advancement of People's Action and Rural Technology (CAPART), Tata Steel Rural Development Society (TSRDS), and Tata Chemical Rural Development Society (TCRDS) have collaborated to arrange Gram Shree melas throughout India. Here are the measures for instilling Satanism in crafts artisans around the country. The federal government has offered a chance to unite in one area and promote the growth of handicraft artists. The government offers web marketing chances to draw in customers during the Corona pandemic. These are the government's measures to increase the

sale of handicraft items like as carpets, handloom Jute bags, toys, furniture, ceramic objects, and so on. Mr. Sanjiv Lal, V.P., on the occasion of the Gram Shree Mela- Manufacturing at Tata Chemicals Limited said, "TCL is thrilled to organize such a massive and unprecedented Mela in Dwarka. TCL has been actively involved in the local community's development. This will give a fantastic platform for craftspeople from throughout India to exhibit their skills and sell their products.

Karigar-Okhai

It is a program by the Tata Chemical Society for Rural Development (TCSRSD) that offers marketing opportunities and a platform for handmade artists. It provides a venue for individuals to improve their creativity while earning a living for rural women and craftsmen in economically challenged areas [14].

AMBEDKAR HASTSHILP VISASH YOJANA (AHVY)

In order to ameliorate the socioeconomic circumstances of handicraft workers, particularly textile or handloom workers, the Indian central government-initiated measures in 2001. The primary purpose of this approach is to mobilize handmade artisans who operate in community business initiatives with the help of NGOs and certain SHGs. These are the unspoken features of the Ambedkar Hastshil Visash Yojana [15].

- Conduct surveys and mobilise artisans.
- Machine and tool improvements.
- build a program for human resource development.
- Offer marketing and supply chain services.
- The Hastkala Sahyog Shivers were organized by the national government on its own initiative. Throughout India, Mudra Bank provides microfinance through more than 300 sites. Other programs include marketing, employment development, life insurance for artisans under the Pradhan Mantri Jeevan, Aam Aadmi, and Pradhan Mantri Suraksha bimasa yojanas, as well as other services. The government implemented these steps for the handicraft industry since employees in this sector are vulnerable because they work in an unorganized sector [16,17].

FINDING AND DISCUSSION

We'll look into how firms support national development and the function of corporate social responsibility (CSR) in Jharkhand. MNCs and multinational firms are directing their efforts toward the socioeconomic well-being of society through CSR. By analysing three consecutive fiscal years, they must devote at least 2% of their net or yearly profit to CSR. This is corporate collaboration for the common good. This is not simply the duty of the government and corporations, but every person must contribute to increasing GDP and societal socio-economic growth. Since business and government bureaucracy must participate in community development, the interaction between all three is essential to this one-off endeavor by different enterprises in CSR activities. According to this expertise, the India TCS welfare work is regarded as a turning point in the growth of the handloom and handicraft industries as well as communities. Different MNCs spend on welfare for society under an umbrella business legislation of section 135 (CSR), in this way Tata's contribution is spectacular for Jharkhand. In this manner, we will watch how MNCs will solve and eradicate such problems that are critical to the state's progress. In this manner, the Tata firm performs many socioeconomic tasks.

CONCLUSION AND IMPLICATIONS

The JSPL initiative for the welfare of artisans in Ranchi is a step in the right direction. The craftsmen have received the assistance and training they require to develop their abilities and raise their revenue. This has improved their general quality of life and contributed to a brighter future for the local community. JSPL's effort is a good example of how businesses can contribute to the well-being of the local community and improve people's lives.

The Jindal CSR programme has made a huge difference in the lives of Ranchi's handicraft artisans. Workers have received the required assistance and training to enhance their abilities and raise their earnings. This has improved their job stability and financial awareness, which has improved their

general quality of life. The Jindal CSR project is a wonderful example of how businesses can contribute to the welfare of the local community and improve people's lives.

- We have recognised the role of CSR in the growth of the state in this comprehensive study article. CSR helps nation-building through trade-off actions. In this approach, the organisations are contagious into three parts: apart from the possible loss of socially conscious consumers, CSR has an influence on a company's capacity to attract top talent and impacts workers' job satisfaction and retention rates.
- A minimum of Rs 500 crore in net worth.
- At least Rs 1000 crore in revenue.
- A minimum net profit of Rs. 5 crores.
- The corporation must invest a minimum of 2% of its net earnings; this is a corporate effort that is seen as a modest ray of hope for the well-being of society. These stages, which have a good influence on society, are as follows: - To provide a living for both rural and urban residents.
- To provide training to craftsmen, hence creating job prospects for the people.
- It also focused on human resource development by providing chances for education, health, and training.
- It also rebuilds the country's infrastructure, such as hospitals, schools, colleges, highways, parks, and universities.

CSR efforts are developed from company trade-offs. In other words, CSR initiatives help companies respond to the ethical, social, and environmental needs of their clientele. Aside from the good influence, certain negative consequences are found in the tiny entrepreneur of the firms, therefore the companies are divided into three categories according to net profit and turnover.

The Corporation Act of 2013 and Section 135 permit corporations to implement Corporate Social Responsibility for the benefit of the state, allowing them to increase socioeconomic opportunity in any state. The CSR policy covers corporate expenditure up to 2% of the company's net income or turnover. However, because of small investments, order cancellations, and inventories, this policy can be harmful to small businesses. For this reason, the Indian government has passed a number of amendments to ensure that the policy is properly implemented and benefits society as a whole.

REFERENCES

1. Chatterjee J. The Historicity of the Jharkhand Movement: A Quest for Identity. *Humanities And Social Sciences*. 2002;9(2):113-32.
2. Das S, Das S. CSR and Corporate India: A Study on Public and Private Sector Divide. *International Journal for Research in Applied Science and Engineering Technology*. 2021;9(12):395-402.
3. Bergman MM, Bergman Z, Teschemacher Y, Arora B, Jyoti D, Sengupta R. Corporate responsibility in India: Academic perspectives on the Companies Act 2013. *Sustainability*. 2019 Oct 25;11(21):5939.
4. Mehta N. The Indian Companies Act 2013-a Boon or a Bane to the Sustainable Development. 2023 Feb 22.
5. Mittal P. Tata and Jindal: A Study of Corporate Social Responsibility (CSR) Approaches. *Journal of Business Ethics*. 2016;138(2):255–63.
6. Verma R. An Analysis of CSR Practices in Tata Group and Jindal Steel & Power Limited. *International Journal of Research in Management, Economics and Commerce*. 2015;5(7):1–8.
7. Jain A. A Comparative Study of Corporate Social Responsibility (CSR) Programs of Tata Group and Jindal Steel & Power Limited. *International Journal of Management and Social Science Research Review*. 2014;4(2):15–21.
8. Shukla M. An Evaluation of Corporate Social Responsibility (CSR) Efforts of Tata Group and Jindal Steel & Power Limited. *Journal of Business Ethics*. 2013;115(2):287–94.
9. Tapar AV, Bhattacharjee S, Kumar J. Jindal panther: the creation of a brand. *Emerald Emerging Markets Case Studies*. 2021 Jul 6;11(2):1-21.

10. Panda M. CSR-Around the Western part of ODISHA by various Industries. *International Journal in Management & Social Science*. 2017;5(1):119-28.
11. Shroff SJ. A Study on Corporate Social Reporting of Market Leaders. *EPRA International Journal of Economic and Business Review*. 2017 Aug 1;5(8).
12. Jindal D, Jain I. Role of companies in environmental management through corporate social responsibility and sustainability policy. In *Green Chemistry in Environmental Sustainability and Chemical Education: Proceedings of ICGC 2016, New Delhi 2018* (pp. 23-41). Springer Singapore.
13. Sen SC. *The Mystical Philosophy of The Upanishads*. Genesis Publishing Pvt Ltd; 2008.
14. Kumari G, Ratnesh M, Eguruze ES. Role of CSR in supporting tribal handicrafts of Jharkhand. *Journal of Critical Reviews*. 2020;7(4):57-61.
15. Sattar S. Handloom and Handicraft in India: Clusters and specializations. In *Creative Industries in India 2022* Oct 28 (pp. 281-302). Routledge India.
16. Kumar MS, Pandian PS, Nagarajan NR. A study on social insurance schemes in India with special reference to Pradhan Mantri Suraksha Bima Yojana scheme. *ICTACT Journal on Management Studies*. 2020;6(2):1233-7.
17. Thakur RR, Shah T, Jessica VM. Are Microinsurance Benefits Reaching the Poorest? Investigating the Ground Reality in Pradhan Mantri Jeevan Jyoti Bima Yojana. *Journal of Poverty*. 2024 Aug 22:1-2.