

## **SESSION 2.2 (INNOVATION & GOVERNANCE FOR SUSTAINABLE DEVELOPMENT)**

### **From democratic participation to participatory governance: Applicability of the PPACID Model in development policies for adivasis**

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**Abstract:** The last few years have seen an upsurge in the field of innovation studies especially 'inclusive innovation', aiming not only at economic but social development. In developing countries like India, inclusive innovation must incorporate governance and governance to be inclusive should encompass participation by all, especially the marginalized, to make public policies efficacious and delivering. The paper introduces PPACID a new model developed to facilitate inclusive innovation of the marginalized communities and groups often neglected in the process of governance. I argue that any model of inclusive innovation needs to take cognizance of participation by all stakeholders. Objective of innovations must be to enable and empower people at the periphery through awareness, accessibility and democratic deliberations rather than solely aiming at economic outcomes. Implementation of PPACID promotes the United Nation's sustainable development goals (SDGs) by making governance participatory, expediting the process of social justice. Reaching SDGs must entail addressing the issue of injustice and democracy without which realization of SDGs remains an incomplete endeavour.

### **Framing a new approach towards Sustainable Development through CSR initiatives in India: An Evaluation**

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**Abstract: Purpose:** In the contemporary socio-economic scenario the concept of Corporate Social Responsibility integrated with the sustainable development and business ethics in all parts of the country. With reference to the new Companies Act 2013, lays emphasis on the

CSR to emerge as a norm so as to develop a culture of social welfare and environmental sustainability. CSR practices in India have difference between saying and doing (idea and practices). This paper brings out the relationship between the sustainable development and corporate social responsibility, focuses on the myth and reality towards the implementation of the mandatory CSR provision under the Companies Act 2013. The current study also focuses on the dynamic role of CSR in the context of new Companies Act 2013 as a determinant for the market expansion and as a weapon for achieving sustainable tomorrow towards the development of the nation.

**Design/ Methodology/ Approach:** Through a range of online databases an extensive study of literature review has been made to ascertain the contribution of corporate social responsibility towards Sustainable development. CSR has increased focus on the corporate governance as a vehicle for incorporating social and environmental concern into the business decision process, benefiting not only the financial investors but also employees and communities. The data is analyzed taken from the annual report of 2012-13, 2013-14, audited annual report of 2014-15, and the sustainability report of the selected companies. The companies are chosen on the basis of convenience.

**Findings:** There are some companies that have a distinguish operations; they are neither using raw material from India nor selling their product in Indian market but using resources and degrading the environment, creating a big challenges for Sustainable development. The Paradox of Power in Corporate Social Responsibility and Sustainable Development is rising just because of the freedom to choose the issue from the schedule given under the Act where companies are not bound to take the serious issues of their locality and issues of the liability of the particular region as so many companies involved in hazardous and serious environmental sensitive production still they are not making efforts for health and environment.

**Practical Implications:** The study would help the companies to formulate effective strategies and policies and adopt various instruments so that CSR can be best implemented towards its goal of sustained environmental, social and economic growth of people and planet.

**Originality/ Value:** Much of the literature of corporate social responsibility is focusing on the philanthropic activities. This paper brings out the information about the practical implementation of mandatory provision of corporate social responsibility under sec 135 of companies act 2013 towards sustainable development by fulfilling the concept of triple bottom line.

# Corporate Social Responsibility for Inclusive Development in India: A Case Study Analysis

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**Abstract:** At the present era of globalization, the corporate sector as the largest wealth generating entity is considered to be one of the main actors for the inclusive development of a country. Recently, a number of regulatory measures have been proposed by the India government to ensure corporate support to the goals of sustainable and inclusive development. The objective of these regulations is to include all sections of the society in the growth process. Notable among them is the inclusion of Corporate Social Responsibility (CSR) as a social innovation in Companies Act 2013. This made an attempt to supplement the government efforts of equitably delivering the benefits of the growth and to engage the corporate world with the country's development agenda. Even before the Act there were a lot of corporates who were voluntarily involved in doing CSR activities. The implementation of the Act made CSR mandatory for certain specified social welfare activities. The primary objective of this rule is to ensure that all corporations contribute to the betterment of the society as a whole which make corporate growth more inclusive. Against this background, this paper made an attempt to analyze the role of CSR for inclusive development in India. In India, CSR activities are mainly concentrated in social welfare activities and tried to include all the marginalized sections of the society in the developmental process. To understand this issue in detail, we have identified the cases of ITC Limited and Kitex Garments Limited and the various initiatives taken by these companies for an inclusive development of the society.