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Abstract

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. 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.

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. 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.

Keywords: Corporate social responsibility, Sustainable development, Triple bottom line and Ethical values.

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Introduction

‘We need to defend the interests of those whom we've never met and never will.’

— Jeffrey D. Sachs

Sustainability becomes the main concern of the materialistic postmodern society in conquest of Need vs. Greed. Limitation of the resources and clash for the resources evolved a big debate on ‘Our Common Future.’ Sustainability is an essential aspect of human civilization as Engels and Morgan described the three stages of human evolution; ‘Savagery— the period, in which man`s appropriation of products in their natural state predominates, the products of human art are chiefly instruments which assist this appropriation, Second is Barbarism— the period during which man learns to breed domestic animals and to practice agriculture, and acquires methods of increasing the supply of natural products by human activity and third is Civilization— the period in which man learns a more advanced application of work to the products of nature, the period of industry proper and of the art’ (Engels: The Origin of the Family, Private Property and the State), which insist each to manage the resources reasonably. The era of civilization have the wider responsibility of the sustainability, if we are living in a civilized age than sustainable development should be our main concern.

When the world community is concerning about the basic amenities for the dignified human life under the Millennium Development Goals, Indian government is moving forward to sensitize the voluntary social responsibility of the business houses. Now world sketching a path for sustainable development goals, then Indian government made new financial arrangements for social development through the mandatory corporate social responsibility narratives.

In the present era the organizations can no longer limit themselves to producing and marketing of products or services without any concerns for the impact on society. Corporate Social Responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. In Indian industries one can easily notice a shift from corporate philanthropic to being socially responsible. In the current era of cut-throat competition, it’s very difficult for the industries to build up their goodwill without fulfilling the concept of triple bottom line. Corporate social responsibility (CSR) is generally understood as a moral obligation that is supposed to be shown by organizations towards the society in lieu of profits generated through customers who are a part of the same society. The world Business Council for sustainable Development in its publication ‘Making Good Business Sense’ by Lord Holmes and Richard Watts, used the following definition to define Corporate Social Responsibility as “the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large” (WBCSD, 1999).

With the growing complexities of today’s business world and the challenges of sustainable development, Corporate Social Responsibility has simultaneously gained an importance and popularity. CSR is not a new concept in India but with the introduction of mandatory provision under the Companies act 2013, it is gaining more importance. Increasing competition and wave of globalization has changed the view of corporate towards society in a better manner. There is a paradigm shift from the conventional approach of philanthropic

activities to modern perspective of CSR, which creates organizational goodwill and prosperity in the society. As a result of this shift, companies are now voluntarily contributing to the society to make it better and cleaner environmentally (EC, 2001). The rising expectation of the society creates pressure on the corporate to behave ethically, compliance with legal rules and respect for people, communities and the environment. Not only states and the government, the companies are also considered to be the promoters of the sustainable development principles. The concept of Sustainable development has been defined in many ways by many eminent scholars. This paper will bring out the relationship between the sustainable development and corporate social responsibility and role of the corporate towards the mandatory provision of corporate social responsibility. The current study also focuses on the dynamic role of corporate social responsibility in the context of new companies act 2013 as a determinant for the market expansion and as a strategy for achieving sustainable development and also highlight the issues relating to its implementation.

Literature Review

The concept of corporate social responsibility has a long and varied history. The concept existed in remote past in varied forms but never got a formal recognition until 20th century that has seen many turbulent times since its beginning. The concept of social responsibilities was formally coined in 1953 and starts to appear in academic literature when Howard Bowen provided a preliminary definition in his publication “Social Responsibilities of Businessmen” as *“it refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society”* (Bowen, 1953).

The literature expanded the definition during the 1960s with Keith Davis definition of CSR as referring to *“businessmen’s decisions and actions taken for reasons at least partially beyond the firm’s direct economic or technical interest”* (Davis, 1960). Davis established the so-called Iron Law of Responsibility, which held that *“social responsibilities of businessmen need to be commensurate with their social power”*. In 1963, the term “stakeholder” appeared first which referred to shareholders, employees, customers, suppliers, creditors, and society (Freeman & Mcvea, 1960). Stakeholder theory affirms that those, whose lives are touched and affected by a corporation, hold a right and obligation to participate in directing its affairs. Transparency is crucial for those who propose stakeholder ethics. Stakeholder theory brings an obligation on the corporate directors to balance everyone’s interest and welfare. The social dimension of Corporate Social Responsibility is classified by (Carroll A. B., 1979) into four major responsibilities as economic, legal, ethical and philanthropic. The Carroll’s model of social obligation constitute economic responsibility of profit making for the existence of the business, legal responsibility to comply to laws and play by the rules, ethical responsibility to act on social class, and philanthropic or discretionary responsibility to be a good corporate citizen to promote social welfare of the community. Corporate Social Responsibility integrates social and environmental concerns in their business operation with the rising social consciousness.

Bhopal gas tragedy in December 1984 was the worst accident in which approximately thousands people were died and several hundred thousand chronically ill including children’s born with defects arising from the disaster by the release of the highly toxic gas, Methyl

isocyanides (MIC) at Union Carbide Corporation (Subramanian, 2015) which results in the environmental degradation with significant adverse on the human health. The disaster indicates a need for enforceable international standards for environmental safety and preventative strategies to avoid similar accidents in the future. The emergence of the Sustainable development concept, in turn, occurs as a result of the growing environmental problems and incorporates in its development the issue of social justice and welfare. As per the Brundtland Report released by The United Nations in 1987 “*Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*” Thus, discussion about Corporate Social Responsibility starts with ethical issues more closely linked with the relationship between internal and external communities of the organisations, and over a time they begin to add environmental concerns with the passage of series of development.

The concept of social responsibility has been interpreted by different authors from different corporate perspectives. A number of concepts and issues are subsumed under the heading of Corporate Social responsibility, including human rights, environmental perspective, diversity management, environmental sustainability and philanthropy (Amaeshi & Adi, 2006). Thus, it can be said that the concept of Corporate Social Responsibility is complex in nature. Corporate Social Responsibility is generally agreed to be as a voluntary action on the part of the large corporations to take stock of social, economic and environmental impact of their operations.

Initially the government played the main role in developing and implementing the concept of Sustainable Development. But after 1990, business joined the hand with the state in spreading the idea of sustainable development. The Business Council of Sustainable Development published ‘Changing Course’ in 1990, for creating the business interest in promoting sustainable development. In 1994, the standard ISO 14000 has been adapted as a concern towards the environment. In 1999 the Dow Jones Sustainability Index has been launched and in 2002 Global Reporting Initiatives released guidelines for the reporting on the social, environmental and economic dimensions of the business activities. Again in 2009, G20 nations provided guidance for a 21st century on global, sustainable and balanced economy. Therefore the implementation of the principles of sustainable development is a step by step process which is being passed by states not only to business players, but to people, who are customers, consumers as well. The concept of sustainable development is itself even called to be future-oriented, focusing on the living conditions of not only present, but the following generation.

Nowadays, both concepts (Corporate Social Responsibility and Sustainable Development) appear in literature converging to the tripod of economic, social and environmental equilibrium. Both the notions were being evolved by the theorist in parallel since 60s till the late 80s. Both the notions concentrate on the way to formalize the ideas, principles, values (common for both: long term development, exceeding the selfish interest for the sake of others, fair and ethical behavior). ‘Silent Spring’ the classical pioneer book of the environmentalism rose the issue of human intervention in ecology –‘We are dreaming of conquering space, but if we are going to treat other planets as we are treating our own, we had better leave the moon, mars and Venus strictly alone’ (Carson, 2000). The earth summit in 1992 and the subsequent focus on climate change have increased awareness about environmental issues globally. Research has highlighted the importance of environmentally sensitive operations

and productions by firms. Emphasis on issues such as responsible waste disposal and emission standards, conservation of green resources, environmental training and the like gives positive signal about their Corporate Social Responsibility towards environment. Corporate Social Responsibility also open the path of corporate sustainability is usually related to the triple bottom line approach in which corporate performance is associated to firms economic viability, minimization of negative environmental impacts and action in conformity with social expectations. It would thus be possible to speak about three sustainability pillars at the business level: Economic sustainability, Environmental sustainability, Social sustainability. Corporate Social Responsibility primarily focuses on the better environmental situations because development has a great contradiction with environment as Old Testament preaches 'One generation passed away, and another generation comes but earth abides for ever'.

There is an increase in the activities of corporate social responsibility with reference to the increasing socialization of market. As a result of narrow market drivers where the consumers are prepared to pay more price for goods & services that they consider socially responsible (e.g. organic food, green products, cosmetics free from animal testing, ethically sourced coffee and chocolate) along with other social, governmental and globalization drivers (Moon, 2007). The author also uses the Hart's a natural-resource-based view of the firm to explain the way in which these drivers gave rise to sustainable development agenda in companies. Many companies see Corporate Social Responsibility as a part and parcel of their competitive edge in order to match their CSR investments with their competitors.

Corporate Social Responsibility and Sustainable Development

This section examines the relationship between Sustainable development and the concept of Corporate Social Responsibility. The term Sustainable Development under the disguise of Corporate Social Responsibility concern ideas, principles and values of socially balanced, economic prosperity and environmental quality, depending upon the concept of triple bottom line. The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGs), the guidelines which are the pre-version of CSR voluntary guidelines 2009, released by Ministry of Corporate Affairs in 2011 as a directives based guidelines which have no bounded framework, it is only a documents for all businesses irrespective of their size, ownership and sector to fulfill the concept of Triple bottom line (People, Planet and Profit). After that in 2012 the Security and Exchange Board of India (SEBI) mandate the Annual Business Responsibility Reporting (ABRR), based on NVGs. The NVGs consist of a set of 9 principles, which mainly focuses on the social, economic, environmental, governance issues and development priorities. The principle 8 of this document dedicated for 'inclusive and equitable growth' acknowledging the need for sustainable development.

In the emerging economies like India, the issues of changing market phenomenon, cut-throat competition, globalization, ethical values all are giving heat to the concept of Corporate Social Responsibility. The introduction of Companies Act 2013 which came into effect on April 1, 2014 mandates the provision of two percent spending of the average net profit of the last three years on CSR activities on companies registered in India with a net worth in excess of Rs 500 Crore (about \$90 m), a turnover of Rs 1,000 Crore (about \$180 m) or more per year or a net profit of Rs 5 Crore or more. Section 135 and Schedule 7 specifically provides that a preference

should be given to the local area where a company operates its business. The new act also states that companies should have a Corporate Social Responsibility Committee to recommend and monitor CSR policy. Companies would be required to submit annual report documenting the budget spent on the CSR activities specified in Schedule VII as amended. Hence, this provision will bring out the major changes in the developing country as a whole.

The company's act 2013 includes a Corporate Social Responsibility annual mandatory spending requirement, amongst several other requirements that aim to strengthen the corporate governance. Corporate Social Responsibility activities are specified in the act and also include environmental sustainability. The notion of sustainability is very specific. The sustainability agenda, by definition, addresses the implications of ecological dependency and planetary wide social impacts of local behaviours. Sustainability is the long term maintaining of balance, which is achieved economically, socially and environmentally (P3 concept consisting of People, Planet and Profit) as shown in figure below:-

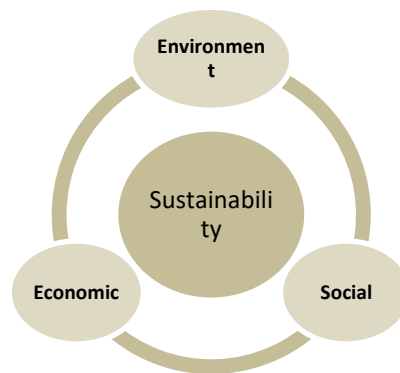


Figure 1: Pillars of Sustainability

At times both the concept is somehow inter-linked to each other and as per the Department of Public Enterprise Guidelines on corporate social responsibility and sustainability. The recent development of ISO 26000 as the first worldwide guideline for social responsibility and the mandatory provision of CSR under the section 135 of the companies act 2013 can be regarded as a progressive step in finding a broadly accepted characterization and guidance for corporate responsibility with proper implementation. The two-way approach of responsibility between Sustainable Development and Corporate Social Responsibility brings out the mutual connection by integrating the micro perspective of corporate management with the macro perspective of social target (Hahn, 2011). The basic concept of sustainability requires a commitment within the development process to focus not only on the growth of gross domestic product (GDP), but on the process and use of all the means of production. In the emerging countries, corporate become increasingly responsible for this process. Thus, sustainability in business is a necessary condition for a country's sustainable development. A shift of focus from the shareholder to the stakeholders results in a corporation to become more socially responsible. The reporting of the corporate social responsibility and the sustainability in business is important as it is essential for the stakeholders to have relevant information about the environmental issues in making their decision. Therefore, there is a positive relationship between the sustainable development in business and corporate social responsibility and accounting standard (Akisik & Gal, 2011). The sustainable business for organization means not only providing goods & services to satisfy the needs of the customers, and doing so without jeopardizing the environment, but also operating in a socially responsible manner (ISO 26000- social responsibility, Para 5).

Therefore, there exists an interconnectivity between the Sustainable Development goals (2030: agenda for transforming the world) and Corporate Social Responsibility activities (specified under the schedule 7 of the companies act 2013). The below mentioned table shows the sustainable development goals targeted to be achieved by 2030 and corporate social responsibility activities as per the mandatory provision under section 135 of companies act 2013 where the companies are required to make their spending:-

<i>SN</i>	<i>Sustainable Development Goals</i>	<i>SN</i>	<i>Corporate Social Responsibility Activities</i>
1.	End poverty in all its forms everywhere	1.	Eradicating hunger, poverty and malnutrition, promoting preventive healthcare and sanitation and making available safe drinking water
2.	End hunger, achieve food security and improved nutrition and promote sustainable agriculture	2.	Promoting education: including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects
3.	Ensure healthy lives and promote well-being for all at all ages	3.	Promoting gender equality, empowering women: setting homes and hostels for women and orphans, setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups
4.	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	4.	Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining of quality of soils, air and water
5.	Achieve gender equality and empower all women and girls	5.	Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art, setting up of public libraries, promotion and development of traditional arts and handicrafts
6.	Ensure availability and sustainable management of water and sanitation for all	6.	Measures for the benefit of armed forces veterans, war widows and their dependents
7.	Ensure access to affordable, reliable, sustainable and modern energy for all	7.	Training to promote rural sports, nationally recognized sports and Paralympic sports and Olympic sports
8.	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	8.	Contribution to the Prime Minister's National Relief Fund or any other fund set up by the central government or the state government for socio-economic development and relief and fund for the welfare of SC/ST/OBC, minorities and women
9.	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	9.	Contributions or funds provided to technology incubators located within academic institutions which are approved by the central government
10.	Reduce inequality within and among countries	10.	Rural development projects
11.	Make cities and human settlements inclusive, safe, resilient and sustainable	11.	Slum area development
12.	Ensure sustainable consumption and production patterns	12.	Swachh Bharat Kosh
13.	Take urgent action to combat climate change and its impact		
14.	Conserve and sustainably use the oceans, seas and marine resources for sustainable development		
15.	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss.		
16.	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels		
17.	Strengthen the means of implementation and revitalize the global partnership for sustainable development		

As there are 12 activities and 17 goals, somehow these 12 activities relates to the goals of sustainable development. And the remaining 5 goals brings out with the promotion of inclusive development, infrastructure, innovation, sustainable consumption etc. In spite of the given 12 activities under CSR, the companies are also disclosing their innovative policy, sustainability report and business responsibility reporting under their annual report which in turn brings out the transparent and accountable way towards inclusive development. Moreover, the corporations are often the agents by whom development is enacted; the relationship between the concepts is as pressing as the relationship between such other pairs of essentially contested concepts as equality and liberty.

Objectives

The main purposes of the study are as follows:

- To ascertain the role of Corporate towards sustainability and the mandatory provision of Corporate Social Responsibility.
- To analyze the dynamic role of Corporate Social Responsibility with reference to new Companies Act 2013 as a determinant for the market expansion and as a weapon for achieving sustainable tomorrow.
- To assess the issues relating to the implementation of Corporate Social Responsibility activities and Sustainable Development Goals in the different sectors.

Methodology

This study adopts the exploratory and the descriptive research design. The sample of top 10 companies of Economic Times are considered which includes both the public and private companies from different sectors like Indian Oil Corporation Ltd (oil & gas), Reliance Industries Ltd (oil & gas), Tata Motors Ltd (Automobiles), State Bank of India (Banking & Services), Bharat Petroleum Corporation Ltd (oil & gas), Hindustan Petroleum Corporation Ltd (oil & gas), Oil and Natural Gas Corporation Ltd (oil & gas), Tata Steel Ltd (Steel and Metals), Hindalco Industries Ltd (Metals), Tata Consultancy Services Ltd (Infotech) to analyze their contribution towards the CSR activities as per sec-135 of new companies act 2013. The present study is based on secondary data collected from the various sources like books, articles published in various international / national magazines, research papers published in various national / international journal, online sources, electronic and print media and from the annual reports of the companies. The data collected for the study involves the examination of annual reports of the companies for the year 2012-13, 2013-14 and 2014-15 and the sustainability report of the companies.

Role of Corporate towards development

The new company's act 2013 is perhaps the first law of its kind in Indian history focusing more on the reporting about the mandatory expenditure by the companies. Proper disclosure of the Corporate Social Responsibility policy and the reason for not meeting the required limit of 2% expenditure and investment on various activities are included in the new Corporate Social Responsibility provision.

According to the Indian Institute of Corporate Affairs, of the total 1.3 million companies in India, nearly 6,000-7,000 companies are covered under the new CSR regulation that having a minimum net profit of Rs.5cr, minimum net worth of Rs.500cr or minimum turnover of Rs.1000cr (Toms, 2013). More than 90% of the firms are complied with the mandatory provision of Section 135 of the Companies Act 2013 in FY' 15(Report by CII- ITC Centre of Excellence for Sustainable Development).

The total amount of Rs.6400cr was spent on the Corporate Social Responsibility activity in FY'15 mostly in education, skills, livelihood, health and sanitation (The Financial Express, 2015) as compared to the expected amount of Rs.15000-20000cr by India Inc, Corporate Affair Minister Sachin Pilot has asked companies to see the new mandatory CSR regulation as an investment opportunity to create a better work environment (The Economic Times, 2013).

Most of the firms have CSR project in Maharashtra and Gujarat. 87% of the eligible listed companies have actually spent on Corporate Social Responsibility, though around 52% of the companies have spent less than 2% and 83% of those 52% of the companies have given a reason for the under spend (The Financial Express, 2015). The reporting of corporate social responsibility spending is growing at a faster pace in India as compared to anywhere else in the world. India's total corporate social responsibility reporting increased by 27% in 2015, which is maximum among 45 countries as surveyed by the KPMG (international audit firm). Among the Indian companies, private sector has performed much better than the public sector enterprises. The energy and power sector accounted for the highest expenditure under the corporate social responsibility investment. The total amount of spending by the power sector is nearly Rs 1,994cr (39%) followed by the banks and IT firms (13%), mining and metals (11%) and the consumer goods (9%) (Shivkumar, 2016).

Under the given table the net profit and the % spend on CSR activities in the past three financial year by the top 10 companies of the Economic Times representing different sectors are taken into consideration:-

Profit After Tax (PAT) of the Companies:-

Companies/ Year	2012-13	2013-14	2014-15
Indian Oil Corporation Ltd	78.97	81.91	113.79
Reliance Industries Ltd	351	711.72	760.58
Tata Motors Ltd	19.21	17.33	18.62
State Bank of India	123.27	148.93	115.8
Bharat Petroleum Corporation Ltd	17.88	34.38	33.95
Hindustan Petroleum Corporation Ltd	21.76	23.74	34.03
Oil and Natural Gas Corporation Ltd	261.57	341.25	495.23
Tata Steel Ltd	170.76	212	171.46
Hindalco Industries Ltd	29.79	32.26	32.42
Tata Consultancy Services Ltd	71.6	93.6	218.42

Source: From the Annual report of the companies(amount in cr.)

Percentage of Net Profit Spend on Corporate Social Responsibility:-

Companies/ Year	2012-13	2013-14	2014-15
Indian Oil Corporation Ltd	1.6	1.2	2.2
Reliance Industries Ltd	1.7	3.24	3.35
Tata Motors Ltd	6.36	5.17	0.39
State Bank of India	1	1.37	1.06
Bharat Petroleum Corporation Ltd	0.68	0.85	2
Hindustan Petroleum Corporation Ltd	2.1	1.36	2
Oil and Natural Gas Corporation Ltd	1.25	1.55	2.79
Tata Steel Ltd	3.37	3.31	2.66
Hindalco Industries Ltd	1.48	1.81	1.87
Tata Consultancy Services Ltd	0.51	0.48	1.53

Source: From the Business Responsibility Report under the Annual Report of the Companies

The above table shows that companies are taking the new mandatory CSR provision seriously and are investing more in Financial Year 2015 as compared to the previous financial years. Some above mentioned companies are even spending more than 2% on the CSR activities. Some of the above mentioned companies have not achieved the target of 2% but yet they have disclosed the reason of under spend in their annual reports. The adoption of the responsible environment management practices not only contribute towards the overall ecological balance but also boost the shareholders confidence by increasing firms financial performance (Mishra & Suar, 2013).

From the above table, it can be concluded that the public sector firms are investing more towards the corporate social responsibility in comparison to the private sector firms. Public sector firms have taken the mandatory provision of CSR seriously. The main activities undertaken by the top ten companies in channelizing their CSR expenditure includes schemes to eradicate hunger, poverty, livelihood enhancement schemes, education and healthcare. The two cleanliness projects of Modi's government have received a lukewarm response from the private sector as companies have spent meagerly under CSR.

The data prepare by the corporate affair ministry show that companies have spent over Rs.42 crore towards 'Swachh Bharat Kosh' as a part of their corporate social responsibility in 2014-15. As many as 460 companies spent a little over Rs.6,337 crore for CSR activities. This include 51 PSUs which spent Rs.2,386.60 crore (indiatoday, 2016).

Corporate Social Responsibility as a strategy for market expansion

Because of increased cut-throat competition in the global market, there is an emerging challenge for corporate to maintain their presence in the market. In the present era of globalization, the notion of corporate sustainability with the growing concern of environment and its competition escalates firms to transform their business strategies. Corporate social responsibility is evolving as one of the divergence and has been viewed as influential determinant to achieve success in market rather mere social responsibility and their obligation towards the society.

Companies adopt CSR activities in order to respond to competition prevailing in the market to improve its position which is crucial in today's global market. The firms cooperate with each other to adopt strategies that are related to products, services and market (Pehrsson, 2004). The Corporate Social Responsibility activities helps the firm to create value in the market wherein to tap this value the firm's ability plays a significant role which is again reflected on the financial performance. The firms who fulfills the CSR mandatory provision as per the new companies act 2013 gives the signal that they are not only socially responsible firm but also accountable and reliable towards its stakeholders. In the context of market expansion, the firm who has got a strong existence in CSR activities attracts the potential investors to invest in their company. Companies who adopt corporate social responsibility represent themselves socially responsible corporate citizen in the global market. It also gives an indication as they are competitive enough in corporate governance.

The role of industrial organization is crucial in strategic management. It has been argued that industrial structure does have an impact on competitiveness and profitability (Pehrsson, International Strategy-methods for competitiveness, 2008). The management has to adopt the flexible business strategies with the change in competitive environment. The up to date knowledge of the competitive environment is essential to have watch on competitor's business strategies, their resources and capabilities that are revealed in the market. Corporate social responsibility and companies competitiveness are highly correlated, which promotes companies to fulfill the concept of 'triple bottom line' (Flammer, 2013). The concept of triple bottom line was coined by John Elkington in 1994 states three aspects as economic, social and environmental. The CSR initiatives by the company enable them to differentiate themselves from other competitors and to attract new customers, which enhance their competitiveness. In this regard it is important to note that the role of corporate social responsibility is not only confined with the creation of social capital but also in terms of the change in the perception of consumers. The Corporate Social Responsibility helps to create social capital in which one of its dimensions involves building trust among its stakeholders (Degli & Portale, 2011). Consumers are stimulus to company's CSR initiatives among all its stakeholders. The positive bond between CSR and consumer is essential in today's market place of rigorous competition for creating economic value. The finding of the study shows that in Salem city, the consumers are not very much aware of the mandatory provision of CSR but they are interested in buying CSR products and they are willingly paying price for the company's product which are practicing CSR activities (Jayakumar & Geetha, 2014).

Corporate Social Responsibility can be used as a business strategy to fend off competitors. Its role is crucial in product market competition which influences the purchasing decision of the individual customers. The company having strong image through CSR activities enjoys the benefit like reduction in price elasticity of demand where the consumers are willing to pay high prices for 'ethical' goods. With the new phase of CSR, it also helps to attract and retain a new range of consumers as 'green consumers' (Mc Williams, Siegel, & Wright, 2006) .

The adequate concentration on Corporate Social Responsibility initiatives produces a positive externality in terms of signaling to concern governments that ultimately would indulge them for giving incentives to them who are socially responsible corporate citizens. As a result

Corporate Social Responsibility act as a potential instrument and business strategy which influence the determinants of market expansion.

Issues towards implementation

Sustainable development requires a rationale approach in all three economic sector: primary, secondary and tertiary. Towards the sustainable development some effort of sustainability become the biggest challenge in all sectors as in primary sector there are two major concern, resources and agriculture. Most of the states in India are focusing on the environmental issues and framed numerous schemes for betterment of the ecosystem, to curtail the impact of the different activities of social and industrial development. Government promotes social forestation and started a project of road side plantation under the MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act). Rural Development Departments and Forest Department of different states started plantation in a Brick Guards, where a Brick Guard are made of more than 200 bricks and cement-concrete, which cost approximately Rs1500, now government analyzed that brick tree guards are costly (nearly three times costly than bamboo tree guards), as a result the labour material ratio for road side plantation comes to a higher cost. Secondly in a brick tree guards the plants do not get sufficient sunlight and legroom for their growth. Then, Government said to construct the steel net tree guard which have cost of Rs 1000.

Recent study conducted in district Sarguja (Chhattisgarh) and district Gumla (Jharkhand) reveal that Bamboo tree guards allow sufficient sunlight required for photosynthesis of plants, therefore the survivality and for the growth of plants the Bamboo tree guards is cheaper and better option (Vashisth, 2012) but a tree for a sapling is not a better option for forestation. Another study found in Andhra Pradesh that after the Cyclone Hudhud, a large number of trees were destroyed. Chief Minister, N. Chandrababu Naidu launched a massive plantation programme to rejuvenate the city's green cover. Vizag Urban Development Authority officials (Visakhapatnam) tendered for an estimated 54,000 tree guards, for protecting saplings and they managed to strike a deal with various organizations and installed 45,000 plastic tree guards. Now, most of the city areas are witnessing the plastic drums being used as tree guards (Plastic tree guards in Visakhapatnam draw criticism, 2014). Both of activities are made for the betterment of the environment but material and selection of the effort are not allowing the sustainable effort, both tree guards are made of industrial material or products which follow the environmental degradation processes. Efforts for sustainable development must follow the process of sustainability as Mahatma Gandhi focused on purity of both mean and goals.

Agriculture has changed dramatically in modern age although these changes had many positive effects on productivity and reduced many kinds of risk in farming and hunger, there had also made significant effect on costs but certain issues became more crucial; topsoil depletion, groundwater contamination, the decline of family farms, continued neglect of the living and working conditions for agricultural labours, increasing costs of production and the disintegration of economic and social conditions in rural India. Now movement for sustainable agriculture is garnering increasing to maintain the agriculture as the basic necessity of human civilization. Prime Minister Narendra Modi addressed a national conference on sustainable agriculture in Sikkim on January 17, 2016 for the innovative and effective agriculture through the use of biotechnology and other scientific interventions for increasing farm productivity. Prof

Swaminathan known as father of India's green revolution, thinks that the government should also promote more public sector research and innovation for the sustainability in agriculture, so that there can be inclusiveness in access to technology.

Innovation for sustainability

In the era of post modern urban life we have to go through the vertical development for the optimum utilization of the land and formulize the concept of 'Vertical Cities' as an arrangement of interconnected mega towers that are environmentally friendly, self-sustaining and capable of providing a dignified life for 100s of thousands of people. By building Vertical Cities we can save energy, support our growing population and preserve our land for food production, nature and recreation of a healthy, harmonious, sustainable and dignified life for everyone through the emerging technologies (King & Wong). Developing and mass populated countries have to adopt the model of vertical development to tackle with problem of limited land as well as have to work on new renewable energy sources because energy is an important necessity for the post modern life and energy requirement is the main source of the pollution in contemporary world, for the sustainability upcoming generation have to work on the renewable energy sources. Solar energy is the most feasible solution for the sustainable development in twenty first century. In India government started the Jawaharlal Nehru National Solar Mission as a major driving force for the growth of the solar industry, which has helped India to increase its capacity from 18 Mega Watt (MW) in 2010 to 4 Giga Watt (GW) in 2015 and the new government announced to achieve 100 Giga Watt target by 2022, a big jump from an earlier 20 Giga Watt. Indian Renewable Energy Development Agency (IREDA) recently launched a cheap loan scheme for Rooftop Solar Photo Voltaic Power Projects. The Central government has set up a target of achieving 40 Giga Watt, which is planned to be achieved from rooftop solar systems (Kumarankandath, 2015). In India a big chunk of the population have houses with roof made of handmade tiles, machine made tiles, slate, GI metal, asbestos sheets were 117.04 million, 38 per cent of total houses, (State of Housing in India Report 2013 of Ministry of Housing and Urban Poverty Alleviation). Australia based steel manufacturer Bluescope, array combines thin-film solar PV and solar thermal technologies into a steel sheet roofing product and it may be a big revolution for energy reliant houses. All over the world major industrial units and houses have tin shed roofing and roof with photovoltaic capacity may be a big step towards the sustainable development. For the Sustainable future we have to think about the renewable energy sources.

Recommendations and Conclusion

For the growth to be sustainable and non- inflationary, the finances of the government, both at the centre as well as in the state should be managed properly, by eliminating non-essential expenditure and making sure that there is adequate resource mobilization through taxation. There should be sustainability assessments for the different public and privet sector projects because so many huge projects became obsolete before there maturity.

There is an important issue of environmental and ecological sustainability other than fiscal sustainability, so the current production techniques should be mindful and innovative in nature of not denuding the productive potential for the future generation. Corporate should not use the Corporate Social Responsibility budget to entertain their loyal customer as usually banks

provide facilities under the CSR provision to those originations and community where their customer works. Corporate Social Responsibility practices should have a intention of inclusive and equitable development.

Policy makers and other stockholder should develop the various plan and policies with assessment of their impact on environment and ecosystem as well as longevity of the models, sustainability required a wider understanding about consumption habits and concern on ecological foot prints, before any activity we have to check out what is the ecological imputes left there. Although sustainable development is an illusion instead a philosophical intervention is needed to develop the concern for sustainability of the planet.

Sustainable agriculture address many environmental and social concerns, it offers innovative and economically viable opportunities for growers, laborers, consumers, policymakers and many others. All economic sectors should have to develop standard operating procedure for the sustainable practices. A variety of philosophies, policies and practices are required for the sustainability of our common future.

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