
A STUDY ON CSR INITIATIVES AS HR ENGAGEMENT TOOLS WITH REFERENCE TO ADITYA BIRLA CAPITAL

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ABSTRACT: This Aditya Birla Capital-focused paper examines how CSR programs can engage employees. Companies may increase employee engagement, purpose, and loyalty by integrating CSR programs within HR. Skills development, volunteering, environmental programs, and community development projects improve the world and make employees happier and easier to hire and retain. According to the research, Aditya Birla Capital strategically engages people and aligns their ambitions with company values through CSR. Participating employees are happier, more loyal, and more likely to advance in their professions. The paper shows that CSR efforts must promote society and motivate employees.

Keywords: Corporate Social Responsibility (CSR), Human Resource Engagement, Employee Motivation, Organizational Commitment, Employee Satisfaction.

1. INTRODUCTION

CSR is evolving from a regulatory requirement or charitable effort to a strategic advantage for corporations. Companies are realizing that corporate social responsibility (CSR) can improve their brand image, stakeholder trust, and long-term growth in a competitive market. Previously thought to be about helping others, CSR programs today build company culture, excite employees, and get them interested. Companies that include CSR into their HR practices can grow their employees while being socially responsible.

HR, which impacts employee happiness, retention, and output, is crucial to business success. Excited workers are more likely to lead, commit, and achieve organizational goals. CSR programs allow HR departments to include employees in projects that benefit people, the environment, and the community. These events provide employees a purpose and improve their leadership, interpersonal, and teamwork skills outside of work.

Corporate social responsibility (CSR) drives human resource initiatives that promote volunteering, environmental activities, skill-based community involvement, and employee-led social campaigns. Participating in CSR projects can foster diversity, empathy, and shared responsibility in companies. By making employees feel invested in the company's success, employee involvement boosts morale and reduces burnout. CSR programs generally offer mentoring, cross-disciplinary collaboration, and information exchange to assist professionals establish and maintain teams.

2. REVIEW OF LITERATURE

Story and Neves (2020): The authors examined how company identity affects social good and employee engagement. The survey found that workers preferred socially responsible employers. CSR efforts improve employees' views of the company's ethics and image. Workers feel more connected to their company. The paper found that company identification links CSR initiatives to workforce involvement.

Sharma and Gupta (2020): The paper examined CSR efforts, employee involvement, and company success. According to the statistics, employees view CSR programs as proof of community and customer care. These attitudes boost job satisfaction and engagement. CSR initiatives have made employees more loyal and less likely to leave. Research shows that CSR improves worker happiness. Conclusion: CSR improves team happiness and productivity.

Bapat and Upadhyay (2021): Corporate Social Responsibility (CSR) efforts affected employee engagement at different organizations in this paper. According to research, CSR projects make employees feel more engaged to their organization. CSR projects encourage workers by instilling pride and purpose. The paper found that socially responsible employees are happier and remain longer. Strategic CSR can boost employee engagement and loyalty, according to the findings.

Kim, Kim, and Qian (2021): This paper focused on employee engagement, health, and CSR. The findings show that employees view CSR activities as a symbol of the company's ethics and social responsibility. These beliefs improve employee mental and emotional wellbeing. According to the report, organizations with strong social values have more engaged and passionate staff. The paper found that CSR impacts corporate performance and employee satisfaction.

Glavas (2021): The paper examined how corporate social responsibility (CSR) programs promote workplace values. According to the research, workers feel more at home with socially and environmentally conscious organizations. CSR activities make workers happier. The essay discusses how CSR improves productivity and employee engagement by creating meaningful work experiences. The paper found that corporate social responsibility connects employees to company goals.

Akter et al. (2021): This paper examined ways to get bank workers to work together and underlined the importance of CSR programs. CSR initiatives boost job satisfaction, commitment, and motivation, according to paper. Employees participate more if they think their supervisor cares about social responsibility. CSR improves a company's reputation and helps it hire smart people, the paper found. The paper found that CSR activities boost business success and employee engagement.

Farooq, Rupp, and Farooq (2021): The paper examined how internal and external CSR efforts effect employee engagement and corporate identity. Statistics suggest that employees appreciate working for socially and ecologically responsible organizations. Corporate social responsibility projects increase employee trust in their leaders and the organization.

Participating employees were more dedicated and collaborated better. The paper reveals that corporate social responsibility boosts employee engagement and company performance.

Singh and Verma (2021): The purpose of this paper was to determine how Indian companies' CSR efforts affect employee motivation. Social gatherings make employees happy at work and in life, according to the paper. CSR programs let people work in their communities and learn new skills. Employees view these efforts as the company's social responsibility.

Kumar and Mehta (2021): The authors investigated if CSR policies affected organizational commitment. Strong CSR practices make employees more loyal and trusting of their managers, according to the report. Ethics and accountability are better perceived by employees at companies with robust CSR programs. Good visuals make people more committed and less inclined to quit. The results suggest that CSR may improve HR policies that increase worker involvement.

Lee, Kim, and Park (2022): This paper investigated how CSR projects motivate service workers. Companies that care about social issues make employees feel more proud and purposeful, according to research. CSR programs improved employees' perceptions of the company's image and morals. Participating in CSR programs increased job dedication and enthusiasm. Corporate social responsibility strengthens company-worker ties, the paper showed. CSR significantly impacts employee engagement and motivation, according to the figures.

Patel and Shah (2022): The paper examined bank CSR programs' effectiveness. The findings demonstrated that CSR programs boost job satisfaction and engagement. People love working for neighborhood development companies. People get along, work together, and build teams by participating in CSR projects. Results suggest that business social responsibility makes employees happier and more loyal.

Jain and Agarwal (2022): The purpose of this paper was to determine how CSR efforts affect employee retention. Businesses with business social responsibility programs retain more employees, according to the report. Workplace activities boost employee pride and belonging. Professional and personal growth are possible with CSR projects. Business social responsibility increases engagement and retention, according to the findings.

Nair and Thomas (2023): The paper examined CSR from a strategic perspective in managing people and involving them. The paper found that well-planned CSR programs help organizations hire and retain talented people. Good corporate social responsibility improves a company's brand, and employees trust senior management. Corporation Social Responsibility allows employees to support community projects. The report examined how CSR initiatives give employees real-world experience to grow. CSR helps HR engage and motivate employees, according to the authors.

Reddy and Rao (2023): This paper examined how Indian corporations' CSR actions affect employee engagement. Business commitment was statistically significant and correlated with employee CSR project engagement. Corporate social responsibility programs inspired and satisfied employees. Employee participation and communication increased with corporate social responsibility programs. Socially responsible organizations have happier, more

productive employees, according to the survey. It was determined that CSR programs significantly impact business performance and employee engagement.

Mishra and Sinha (2024): The impact of corporate citizenship programs on service-sector employee loyalty was examined. The paper found that CSR altered workplace thinking and behavior. Workers in ethical companies were more loyal to bosses. CSR efforts improved the company's reputation and staff happiness. The poll found that CSR-focused organizations have more loyal employees. Research shows that corporate social responsibility (CSR) boosts economic profitability and employee loyalty.

Bansal and Kapoor (2024): This paper focused on HR involvement in sustainability projects. The paper's authors claim that socially and environmentally conscious corporations have more loyal employees. Corporate Social Responsibility programs that promoted sustainability engaged and motivated staff. These projects boosted morale, teamwork, and business. The poll emphasized how sustainability shapes employee perceptions and involvement. They found that sustainability-focused CSR efforts engage employees.

Hariani (2024): This paper focused on how to manage human resources to interest employees in CSR and environmental projects. HR rules are crucial for employee CSR involvement, according to paper. When managers express appreciation and support, employees give additional services. CSR enhanced organizational culture and employee engagement. According to the survey, aligning employee interests with business social responsibility goals is crucial.

George and Joseph (2025): This paper focused on volunteer initiatives and how they affect job satisfaction and engagement. The results demonstrated that volunteering improves leadership, communication, and teamwork. Corporate social responsibility programs made employees prouder of their firms and happier at work. Staff get along better and the workplace is better with volunteering. This paper found that volunteering benefits society and employees. The paper found that volunteering engages workers in HR.

Wiyono et al. (2025): The authors examined how ESG-focused HR practices effect long-term business success. According to studies, implementing ESG ideas in the HR plan increased firm results and engaged employees. Environmentally conscious employers are attracting more personnel. Focusing on ESG concerns enhanced employee trust, motivation, and involvement. The statement underlined the importance of aligning sustainability goals and staff standards. It was decided that ESG and CSR policies affect short-term employee happiness and long-term corporate success.

Madhyan and Telore (2026): This paper focused on how corporate social responsibility (CSR) programs improve workplace morale and employee engagement. The statistics indicated CSR programs match the company's values and standards. Honest, reputable, and socially responsible companies have more employee trust. CSR projects increased employee involvement, morale, and enjoyment. CSR programs improved employee behavior and workplace morale, according to research. CSR helps make workplaces more responsible and engaging, according to the report.

3. TYPES OF CSR INITIATIVES

Corporate social responsibility has three primary forms. All are committed to honest business that benefits customers and the world. These programmes help corporations realize their social and financial responsibilities. Things in these groups:

Types Of CSR Initiatives



Social CSR:: The major purpose is to improve locals' lives. School, community, job, and health care equity measures are underway. Starbucks' Coffee and Farmer Equity (C.A.F.E.) programs subsidize projects that improve farmers' education, health care, and ecologically sustainable farming. Companies aid deserving students, collaborate with NGOs, and solve societal issues as part of their corporate social responsibility (CSR) programs. These programs help the corporation accomplish its social responsibility goals and improve lives.

Environmental CSR: The corporation strives to reduce environmental impact. Primacy strives to reduce waste, maximize green energy, and save resources. Due to Unilever's Sustainable Living Plan, less water and rubbish pollute the environment. Businesses may safeguard the environment by recycling, using renewable energy, and manufacturing durable products. These eco-friendly products satisfy clients and benefit the environment.

Economic CSR: Supporting small firms, following business standards, and creating new jobs are needed to grow the economy. The Body Shop supports fair trade and local economies by buying from developing nations and paying its workers fairly. Corporate social responsibility is what companies do to improve society. This area includes ethical supply lines, local worker training, and small company assistance. These projects boost local economies around these enterprises.

4. FUTURE-FOCUSED CORPORATE SOCIAL RESPONSIBILITY INITIATIVES



Corporate social responsibility programs aim to instill obligation and safety in youth. Corporate social responsibility (CSR) projects could increase global health and happiness.

Rural Development: CSR projects aim to improve rural life. Businesses can support distressed towns by funding non-governmental groups and rural education programs. Rural residents receive potable water, vocational education, and road maintenance. More people move to rural areas as local companies gain consumers. These jobs foster long-term growth.

Health and sanitation: Health improvements and environmental cleanup must be our primary priority to protect community health. Corporate social responsibility projects benefit communities, healthcare, and education. It may be required to develop hospitals. Hygiene and sanitation prevent illness in the workplace and public.

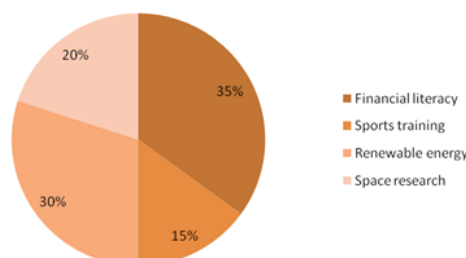
Gender-Wise Occupational Redistribution (GWOR): GWOR fights gender pay inequality. Businesses must implement gender-equal policies to establish a diverse and inclusive workplace. Diversity programs and approaches to encourage women in leadership roles are explored. Companies can increase output and income by achieving gender parity. GWOR projects earned 707.18 crore in 2021–2022, according to the National CSR Portal. Creating a welcoming and equitable atmosphere is a top priority for the company.

Environmental sustainability programs: Sustainable corporate social responsibility programs have increased as people become more environmentally conscious, especially about climate change. Encourage others to use less energy to reduce your carbon footprint. Businesses can demonstrate long-term caring by creating items, planting trees, and recycling. Businesses may safeguard natural resources for future generations and reduce environmental damage by fostering environmental care. These events cost \$2366.15 in 2021 and 2022.

Education Initiatives: As part of their corporate social responsibility, many companies are creating courses that could impact history. Businesses may make a difference by donating to math and reading programs. Technology can increase teaching and student engagement with a digital school library. Modern teaching methods satisfy student needs, improving general education.

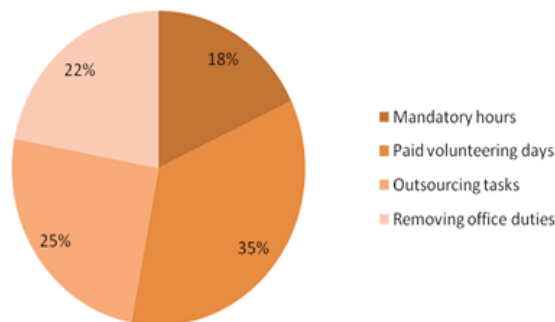
5. DATA ANALYSIS

1. How does Aditya Birla Capital's (ABC) corporate social responsibility (CSR) initiative encourage employees to assist others?



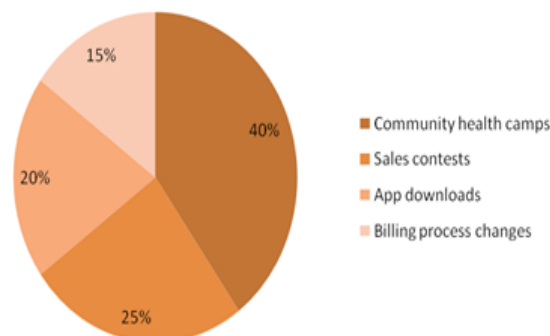
Financial education and green energy were the most important CSR projects for 35% of respondents, while something else was the most important. Twenty percent of scientists exercise.

2. What types of community service initiatives can we anticipate from Aditya Birla Capital?



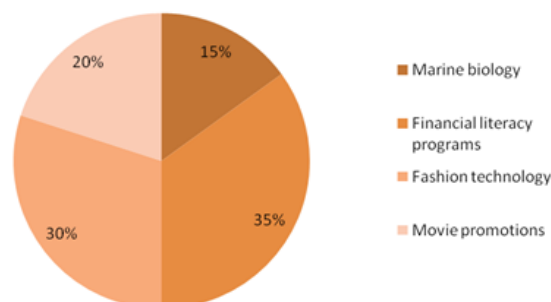
About 25% of employees use paid service days for CSR. An eighth don't want to work from home, a quarter don't want unusual hours, and 22% don't want to share their job.

3. How hopeful are workers about a project to do good things for the community through business?



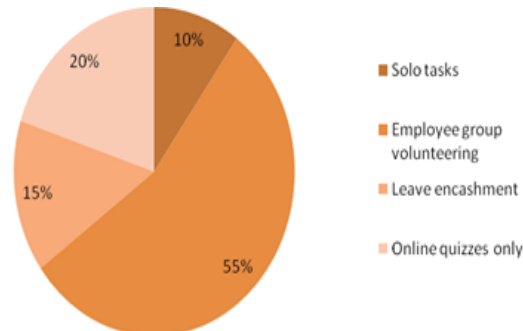
The most popular business social responsibility project was community health programs, according to 40%. About 15% of people switching payment methods, 25% of persons loading software, and 25% of eventgoers will have to make uncomfortable decisions.

4. Which corporate social responsibility initiative would Aditya Birla Capital use best with its wealth?



One-third of respondents think corporate social responsibility programs should prioritize financial literacy. Women are underrepresented in marine biology (15%), fashion technology (30%), and film marketing (20%).

5. Which CSR projects promote collaboration?



The paper found that 55% of respondents support employee-based CSR programs. Only 10% will work alone, 15% will request paid time off, and 20% will take tests online.

6. CONCLUSION

Social responsibility for a firm goes beyond charity. You must make your employees feel valued and respected at work. HR teams should support CSR projects to promote morale, strengthen community ties, and retain top talent. Focusing on CSR and brand enhancement helps workers become better leaders, like their professions, and advance their careers. Aditya Birla Capital and other NGOs demonstrate that corporate social responsibility (CSR) benefits all. Investment in staff development benefits the organization and society. CSR programs make companies purpose-driven, fostering empathy, teamwork, and innovation.

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