

An analytical approach to study the role of adani group of companies in socio-economic development of Jharkhand

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Abstract - "CSR orientation" refers to Carroll's (Carroll & Shabana 2010) standard CSR programme orientation process, which is structured in the form of a pyramid and consists of physical, legal, ethical, and charitable requirements. Economic responsibility, the pyramid's cornerstone, is the organization's key function as regarded by all stakeholders in society. Judicial responsibility, which extends beyond economic duty, guarantees that businesses carry out their legal obligations in accordance with national laws and regulations. The company's planned operations are subject to ethical responsibility, which is at the top of both legal and economic requirements. The highest level of responsibility, philanthropic accountability, includes the firm's behaviour in responding to the ambitions of good corporate citizens of community. This study includes the CSR orientation because it is crucial in assessing the knowledge of school instructors engaging in CSR programmes, and it determines the feasibility of CSR programmes in the education area. This study tries to gain an understanding of how the Adani group has acted responsibly toward all of its stakeholders; to learn more about the activities, programmes, and strategies that the company has established, formulated, and put into action in order to improve educational opportunities for the general populace.

Keywords - Social responsibility, community development and corporate duties.

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INTRODUCTION

CSR orientation" refers to Carroll's (Carroll & Shabana 2010) standard CSR programme orientation process, which consists of physical, legal, ethical, and charitable requirements grouped in a pyramid form. Economic responsibility, the pyramid's cornerstone, is the organization's key function as regarded by all stakeholders in society. Judicial responsibility, which extends beyond economic duty, guarantees that businesses carry out their legal obligations in accordance with national laws and regulations. The company's planned operations are subject to ethical responsibility, which is at the top of both legal and economic requirements. The highest level of responsibility, philanthropic accountability, includes the firm's behaviour in responding to the ambitions of good corporate citizens of community. This study includes the CSR orientation because it is crucial in assessing the knowledge of school instructors engaging in CSR programmes, and it determines the feasibility of CSR programmes in the education area.

Community expectations for the CSR programme are high, as illustrated in Nigeria, where local communities are expected to receive funds for school renovation from a multinational mining business. A collaborative

environmental programme has helped schools develop and learn via field trips to Japan (Chikami 2008) and financial aid to disadvantaged school children in Indonesia (Mitsui and Co. 2012).

CSR services that contribute to the development of Malaysian schools include school adoption, ICT expansion, scholarship efforts, and knowledge-building outside of the classroom. Telekom Malaysia (TM) provides ICT facilities and subsidies to students and educators. In the long run, this might help the country's efforts to bridge the digital gap between urban and rural institutions. The National Petroleum Corporation (Petronas) has developed Petrosains, an innovative scientific discovery centre, to introduce business science and technology to schoolchildren. The Rashid Hussain Banking Organization (RHB) sponsored the Spell-It-Right competition to help children improve their language abilities in English and Malay. As a result, the purpose of this study is to investigate empirical data on specific CSR initiatives, the direction of CSR, and the extent to which interventions contribute to school improvement as seen by students.

SOCIOECONOMIC DEVELOPMENT IN RURAL OR VILLAGE AREAS

When paired with social progress, the current social and economic situation in emerging nations is rapidly shifting from a poor to a developing economy. However, these changes are not consistent across the board. In general, rural areas are significantly less developed than metropolitan areas in terms of social, cultural, and economic aspects. An individual's economic situation has a substantial influence on their style of life, and vice versa. Thus, a person's social position is largely influenced by his or her riches. No civilization or region can advance unless all of its component pieces collaborate to make up for lost time. Appropriate socioeconomic development may govern a region's healthy and balanced growth. The rising educational level and perception of education among rural people has transformed the population's socioeconomic status in recent years. Socioeconomic variables are important tools for gauging human development because they reflect how individuals live their lives. The economic and social status of a person, family, or group of individuals is defined by their education, income, health, and occupation, and is stated as a proportion of the population. Because it impacts levels of knowledge, ability, and financial situations, the socioeconomic environment is the most important determinant of livelihoods. It is not only the way individuals live that differs from one income group to the next, but it is also the difference in their purchasing power that differs across income groups in the general population.

PROFILE OF THE ADANI GROUP

The Adani Group, headquartered in Ahmedabad, India, is a global corporation with activities in a number of sectors. Gautam Adani founded the Adani Group in 1988 as a commodities trading corporation, with the flagship company Adani Enterprises Limited acting as the cornerstone (previously Adani Exports Limited). Port management, electric power generation and transmission, renewable energy, mining, airport operations, natural gas, food processing, and infrastructure are just a few of the industries in which the Group is involved. The corporation generates more than \$20 billion in annual sales and operates in 70 locations across 50 nations.

In April 2021, Adani Group surpassed the previous two Indian corporations to become the third to have a market worth of \$100 billion. When it reaches this milestone in April 2022, it would become the third Indian conglomerate, after Tata Group and Reliance Industries Limited, to have a market worth of US\$200 billion. According to projections, the Adani Group's market value will be \$215 billion by April 22, 2022.

OBJECTIVE OF THE STUDY

To gain an understanding of how the Adani group has acted responsibly toward all of its stakeholders; to learn more about the activities, programmes, and

strategies that the company has established, formulated, and put into action in order to improve educational opportunities for the general populace.

LITERATURE REVIEW

Singh et al. (2012) began their analysis by noting that the state possesses a great deal of natural resources, yet agricultural productivity is problematic. However, agriculture generates just 20% of the state's gross domestic product while employing more than 75% of the state's labour force (GDP). 45 percent of the land is utilised for non-agricultural uses, 32 percent is unsuitable for agricultural production, 32 percent is under cultivation, and only 23 percent is used for agricultural production; the remaining 23 percent is under cultivation. Despite the abundance of industrial production, the rural population has not benefited, and agriculture is still the primary source of income for the great majority of people. During the preceding decade, agriculture in the state did not develop at the predicted pace, resulting in a rise in rural poverty. 46 percent of Jharkhand's population is reportedly impoverished, with 60 percent of scheduled castes and tribes living below the poverty line. Consequently, agroecological and social factors are the leading drivers of poverty in the Indian state of Jharkhand. The objective of this study is to examine the agroecological and social factors that lead to poverty in the state. Based on information gathered from 160 rural households via a panel interview as part of the project "Tracking change in rural poverty in villages and household economies in South Asia," the results of this study have been released. Domestication of native breeds of animals has resulted in a significant decrease in productivity, making livestock the second most important economic activity in the sample homes. As compared to Dumka district, Ranchi district has a more equitable distribution of land and livestock ownership. In light of the fact that just one-third of the population is engaged in economic activity, it has been hypothesised that a dearth of employment options in the state may have contributed to its poverty.

Maniktala and Punjabi (2012) provided a description of the In this period of opposition to the existing quo, businesses are becoming more conscious of the value of their role as contributing members of society. Thus, the concept of Corporate Social Responsibility (CSR) is formed, and it becomes an instant cultural and economic phenomenon in India. Simply expressed, social responsibility is the commitment that a government, company, organisation, or person has to the people in their lives and the rest of the community. The government will not be able to achieve its objectives in its effort to pull the poor out of poverty on its own, and business leaders must acknowledge this. India has mostly retained its rural communities. Today, the adage is literally true from every angle, and it is worthy of repeated. Given that a substantial proportion of the state's population lives in rural

regions, the idea of rural development encompasses a vast array of activities. This article examines corporate social responsibility acts, with a focus on rural development, and investigates the impact of CSR measures on the socioeconomic development of rural people in India, particularly in the context of agriculture. Using secondary data as a point of departure, this study used a quantitative research methodology. Six public and private firms were selected in order to have a better knowledge of the working patterns of public and private enterprises in the context of corporate social responsibility. This research also examines the concept of corporate social responsibility (CSR), which has grown more significant for Indian enterprises regardless of industry, size, or final objective. It is also hypothesised that these activities have had a favourable effect on the growth of rural regions as well as the performance of their own businesses.

Meena et al. (2011) did a research in Bihar, India, and determined that, with a poverty incidence rate of 42.6%, it is one of the poorest states in the nation. Bihar comprises just 3 percent of the country's land area, but it is home to 8 percent of the country's population. In India, this state is considered the most backward. The frequency of poverty in Bihar has steadily declined from 62 percent in the early 1980s to 42 percent at the end of the twentieth century. And it remained almost constant till the conclusion of the 2005-2006 fiscal year. According to the statistics, the agricultural development and poverty alleviation programmes have not had a significant influence on the reduction of poverty. This study is being performed to better comprehend the socioeconomic position of rural households in Bihar, which prior research has related to poverty. The conclusions of this study are based on information gathered from 160 households via a panel interview as part of the project "Tracking developments in rural poverty in villages and household economies in South Asia." More than ninety percent of households in the surveyed villages had less than one hectare of land, and the average quantity of land per person was around 0.048 hectare. Agriculture is the most vital economic sector, and land remains the most valued asset. Nonetheless, 74% of households are either landless or own less than 0.20 ha of land, which is inadequate to feed a family of 5 to 8 people at a subsistence level. In the investigated communities, not only is there a shortage of land per person, but there is also an uneven distribution of land. About 75% of households are either landless or sub-marginal farmers, and they own just 8.5% of the total land area in the studied villages. Livestock is the second most important source of income, and the distribution of livestock is less skewed in terms of population than the distribution of land. Consequently, it is plausible to declare that the expansion of cattle output will contribute to the elimination of poverty.

Corporate social responsibility (CSR) initiatives were analysed by **Ranjan (2010)** in the context of rural development. The research questions analyse whether

or not the company considers rural residents to be stakeholders. And, if so, what corporate social responsibility initiatives have been done to help in the development of rural areas, and how corporations incorporate CSR activities into their overall business strategy. The report concludes by evaluating the impact of corporate social responsibility activities on the socioeconomic development of rural populations. In order to undertake this study, fourteen Indian companies/firms, both public and private, were selected to analyse their corporate social responsibility (CSR) operations in the context of rural development. Web-based research, a review of print literature, and site visits to observe corporate social responsibility (CSR) activities comprised the methodology of this study. The survey indicates that Indian firms of all sizes, across all sectors, and with a range of corporate goals consider social responsibility as a crucial business issue. Consequently, corporate social responsibility (CSR) activities have a substantial impact not only on the growth of rural communities, but also on their enterprises. Corporate entities may apply the lessons acquired from CSR practises in India to enhance the execution of CSR activities inside their own organisations.

South Asia (2007) does research on This study on Jharkhand, India, focuses on the challenges the newly created state of India (which was founded in November 2000) has had in overcoming unfavourable starting conditions such as a low average income, a high prevalence of poverty, and a lack of social development. In addition, the early health and education statistics in Jharkhand were much poorer than the national and major Indian state norms, respectively. According to the research, in order to get its fiscal house in order, the state must pursue reforms targeted at improving resource mobilisation, enhancing the cost-effectiveness of expenditure, and simplifying budgeting processes. The upgrading of infrastructure is vital, and if done, it will result in favourable labour market adjustments that will mostly benefit the poor. When it comes to the subject of development, the differing degrees of importance attributed to mining and agriculture represent two starkly opposed perspectives. According to one school of thinking, the rise of the mining sector in Jharkhand might usher in a new decade of progress. In contrast, the second viewpoint asserts that the potential risks associated with the mining industry are high and that agriculture has demonstrated great potential in recent years, as evidenced by its impressive growth, which has significantly contributed to the reduction of poverty and the development of human capital. In light of the benefits and drawbacks of the two options, the present study suggests a middle path that tries to create an intertemporal balance between the two strategies. According to the authors, the study emphasises that social inclusion and effective citizenship are desirable outcomes everywhere, but especially in Jharkhand, which has a significant

socioeconomic and geographical divide. The report concludes that political will is essential to "make development happen" in the shortest period possible.

In his analysis, **Agrawal (1995)** concluded that small-scale businesses are essential to the development of India's economy because they enhance the number of potential job possibilities. It does this through supporting urban and rural development, which adds to the country's overall growth. In addition to aiding the government in growing the manufacturing and infrastructure sectors, small and medium-sized firms (also known as SMEs) play a vital part in the removal of challenges like as pollution, slums, poverty, and a number of other development initiatives. Cottage industries and other kinds of small-scale production contribute significantly to India's gross domestic product and play an essential part in the country's economic growth (GDP). Any investment in terms of capital would benefit small businesses, so contributing to the reduction of unemployment in India and encouraging people to pursue prospects for self-employment. A component of the economy is regarded to be an industry if it produces items and contributes to the economic output as a whole. This section explains the importance of small-scale industries (SSI) and how they contribute to the nation's growth.

RESEARCH METHODOLOGY

Quantitative research methods are intended to provide numerical statistics via the use of data gathering procedures such as surveys (Dawson, 2019). This method is often more successful in terms of reaching a larger number of people in a shorter period of time. According to Labaree (2020), a quantitative research strategy consists of three components:

Population of the sample (sampling from the population)

- How do you propose to acquire your data? (this is the research method)
- How do you wish to analyse your data?
- When you've decided on a methodology, the following step is to consider the technique you'll employ to put that methodology into action.

DATA ANALYSIS

Analysis of the variations in CORPORATE SOCIAL RESPONSIBILITY, ORGANIZATIONAL CULTURE AND BUSINESS ETHICS

TABLE- : Dimension wise Mean Response on Corporate Social Responsibility

No.	Corporate Social Responsibility Dimensions	Statements	Max. Score	Responses, N=350		
				Mean	Mean (%)	SD (%)
I	Stakeholder value	11	55	43.7	79.5	10.0
II	Priority areas	9	45	36.9	81.9	11.4
III	Implementation structure	5	25	18.8	75.4	13.2
IV	Organizational benefit	5	25	20.0	79.9	12.6
V	Prompted initiation	4	20	14.0	69.8	15.4
VI	Problem emphasis	4	20	14.6	73.0	13.1
VII	Decision makers	3	15	11.6	77.1	13.3
VIII	Review activities	4	20	15.6	77.8	12.8
IX	Future plans	6	30	24.0	79.9	12.5
	Combined	51	255	199.1	78.1	8.5

The considerable discrepancy between the various elements of corporate responsibility is seen in both above Table and Figure 1. It is reasonable to convert the individual replies on an organisational basis given that the purpose of the research is to investigate the link between Corporate Social Responsibility Practices and organisations from the viewpoint of the organisations themselves. As a result, for the purpose of conducting additional research, the replies provided by participants from each firm have been aggregated and averaged. The corporate responsibility component known as "Priority areas" has a significantly higher mean percentage of 81.9 percent, followed by the corporate responsibility dimension known as "Organizational benefit and Future goals" (79.9 percent). In addition, the 'Prompted initiation' category had the lowest mean response overall (69.8 percent).

The figure and percentage analysis represent a statistically significant gap between the various aspects of CSR that were investigated in this study, including Stakeholder value, Priority areas, Implementation structure, Organizational benefit, Prompted initiation, Problem emphasis, Decision makers, and Review activities. To phrase it another way, there is a substantial disparity between the many characteristics of activities relating to corporate social responsibility.

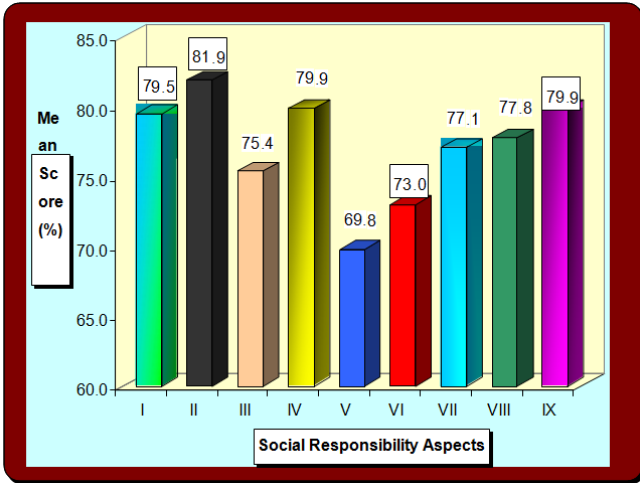


Figure-1: Dimension wise Mean Response on Corporate Social Responsibility

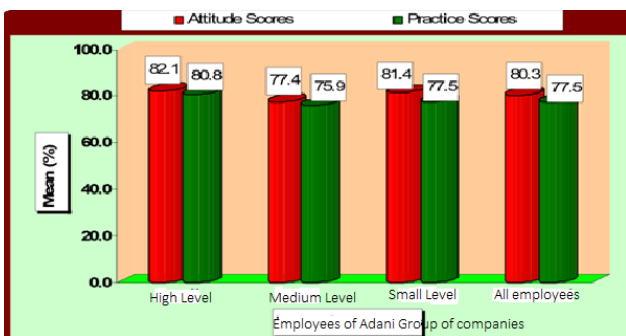


Figure 2: Dimension wise Mean Response Attitude and Practice of Business Ethics

4.7 Cross table analysis between study variables and high level worker, medium level worker and employees and beneficiary of Adani group of companies.

TABLE – Classifications of Respondents by Corporate Social Responsibility

Social Responsibility	Sample Respondents							
	High level worker		Medium level worker		SMALL LEVEL OF WORKER		Combined	
	N	%	N	%	N	%	N	%
Moderate (51-75%)	15	30.0	38	38.0	91	45.5	144	41.1
High (> 75%)	35	70.0	62	62.0	109	54.5	206	58.9
Total	50	100.0	100	100.0	200	100.0	350	100.0

The categorization of respondents according to their level of corporate social responsibility may be seen in the given table and figure 3.

This table categorises the degree of corporate social responsibility of the Adani Group of Companies' workers and Beneficiary as either low, moderate, or

high. It's also important to note that every answer fell somewhere between the moderate and high ranges, indicating that there was no unsatisfactory response. Further analysis of the data revealed that respondents from Adani Group of Companies had a high level of corporate social responsibility 70 percent of the time, 62 percent of the time, and 54.5 percent of the time, respectively, among High level workers, Medium level workers, and Employees and Beneficiaries. According to the findings, there is a clear observation that there is a significant variation in the level of corporate social responsibility held by the respondents who are High level workers, medium level workers, employees, and beneficiaries of the Adani Group of Companies in the industry.

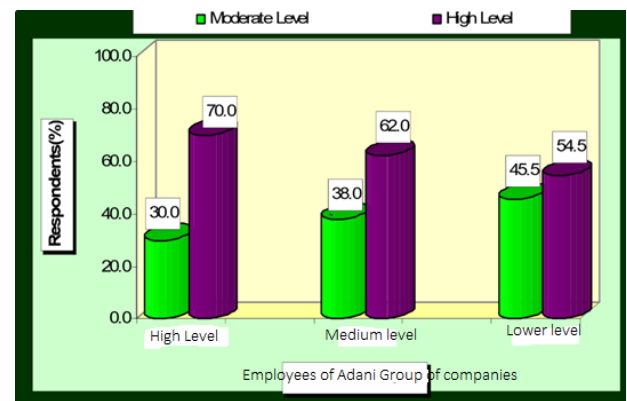


Figure-3: Classifications of Respondents by Corporate Social Responsibility

Dimension wise

TABLE- : Classification of Respondents by Organizational Culture Level

Organizational Culture Level	Sample Respondents							
	High level worker		Medium level worker		SMALL LEVEL OF WORKER		Combined	
	N	%	N	%	N	%	N	%
Moderate (51-75%)	6	12.0	46	46.0	75	37.5	127	36.3
High (> 75%)	44	88.0	54	54.0	125	62.5	223	63.7
Total	50	100.0	100	100.0	200	100.0	350	100.0

The degree of organisational culture of the respondents is broken down into high-level workers, medium-level workers, and employees and beneficiaries of the Adani Group of Companies of the Information Technology Industry and is shown in Table-17 and Figure 15, respectively.

According to the aggregated responses, there are 63.7 percent of respondents who have a high degree of organisational culture (more than 75 percent), followed by 36.3 percent who have a moderate level. According to the data, 88 percent of respondents from high level workers, 54 percent of respondents from medium level workers, and 62.5 percent of respondents from employees and beneficiaries of

Adani Group of Companies have a high degree of organisational culture.

The chart makes it abundantly evident that there is a substantial gap, in terms of the respondents' perceptions of the organisational culture, between the high-level workers, the medium-level workers, and the employees and beneficiaries of the Adani Group of Companies.

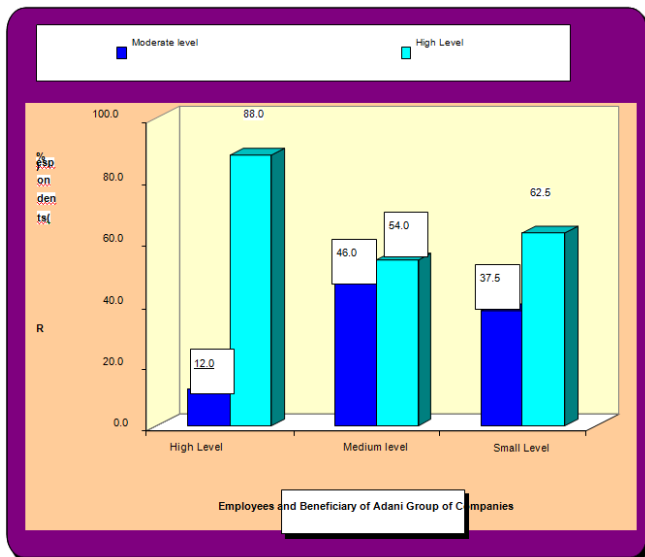


Figure-4: Classification of Respondents by Organizational level

RESULT DISCUSSION

Corporate Social Responsibility Practices and Organizations from the Perspective of the Organizations As a result, the comments provided by participants from each firm have been merged and averaged in order to undertake more research. The corporate responsibility facet under "Organizational benefit and Future aims" has a much higher mean percentage of 81.9%, followed by "Priority areas" (79.9 percent). In addition, the 'Prompted initiation' group had the lowest mean total response (69.8 percent).

There are statistically significant differences in Stakeholder value, Priority areas, Implementation structure, Organizational benefit, Prompted initiation, Problem focus, Decision makers, and Review activities across the various components of CSR investigated in this study.

Employees and beneficiaries of the Adani Group of Companies rated corporate social responsibility as low, moderate, or high. Notably, every response fell somewhere between the moderate and high categories, indicating that no response was unsatisfactory. A deeper analysis of the data revealed that respondents from the Adani Group of Companies demonstrated a high level of corporate social responsibility 70 percent of the time, 62 percent of the time, and 54.5 percent of the time, among High level workers, Medium level workers, and Employees and

Beneficiaries, respectively. According to the findings, there is a significant gap in the levels of corporate social responsibility held by high level workers, medium level workers, employees, and beneficiaries of the Adani Group of Companies.

The degree of organisational culture of the respondents is categorised into three groups: high-level workers, medium-level workers, and employees and beneficiaries of the Adani Group of Companies in the Information Technology Industry.

According to the aggregated responses, 63.7 percent of respondents (more than 75 percent) have a high degree of organisational culture, whereas 36.3 percent have a moderate level. According to the figures, 88 percent of high-level respondents, 54 percent of medium-level respondents, and 62.5 percent of Adani Group of Companies respondents had a strong sense of organisational culture.

According to the findings as a whole, 66.9% of respondents have a high degree of business ethics, while 33.1% have a moderate level. According to the table, 78 percent of respondents from high level employees, 55 percent of respondents from medium level workers, and 70 percent of respondents from Adani Group of Companies have a high degree of business ethics. The data also indicate that there is a large difference in the Business Ethics of high-level workers, middle-level workers, employees and beneficiaries of the Adani Group of Companies, and those of lower-level workers. According to Paine (1996), senior management has a substantial effect on the ethical practises of a corporation.

Table of results reveals that 72.9 percent of respondents have a favourable view of business ethics, while 27.1% hold a negative one. According to the data, 82 percent of high-level employees, 57 percent of medium-level workers, and 78.5 percent of Adani Group of Companies respondents had a good opinion of corporate ethics.

CONCLUSION

Corporate Social Responsibility has been a big topic of study for a long time. Most businesses know that they need to do well economically and that they also need to follow the law and be responsible to the community in which they work. Before the second half of the 20th century, the only goal of businesses was to make as much money as possible. In general, people are becoming more aware of their rights. This has led to a rise in what people want from businesses. This is because of changes in the business environment, such as the shift of power from capital to knowledge, more people learning to read and write, and the shrinking of geographical boundaries due to faster ways to travel and communicate. Society gives an organisation inputs like skilled or unskilled labour, raw materials, and natural resources. In return, the organisation gives society outputs like goods and services. So, the

survival of society is important for the survival of businesses, and it is in the best interest of businesses to take care of society. Businesses can't run on their own or in a vacuum. Companies have to work well in the real world, which is also called society, just like people do. "Corporate Social Responsibility," also called "CSR," is the promise that businesses make to help the long-term economic growth of the communities where they are based. It means talking directly with the people in the communities where you do business, finding out what their basic needs are, and putting those needs into your company's goals and plans. The government sees corporate social responsibility (CSR) as the way businesses help the country reach its goals for long-term growth. At its heart, this issue is about how businesses evaluate and report on the economic, social, and environmental effects of their business practises. Corporate social responsibility (CSR) is, at its most basic level, the idea that private businesses have a duty to meet the needs of the communities where they operate.

At this point, corporate social responsibility is an important part of the business language and is seen as the most important issue in management (Cornelius et al., 2008; Humphreys, Brown, 2008). Corporate social responsibility practises are a lot better when a company has a strong sense of business ethics and an ethical organisational culture (CSR). According to research done on the topic of corporate social responsibility, the fact that businesses in India don't follow socially responsible policies and practises has been a problem for a long time, but it has taken many different forms. In this research, we look at how IT companies in India handle their corporate social responsibility. The Information Technology Sector was chosen as the focus of this study because it is one of the most important parts of the economy and because there hasn't been much research done on the CSR policies and procedures used by the industry around the world. This research looks at the patterns and practises of social participation among Information Technology firms as a whole, as well as the differences between small, big, and international businesses. Overall, the results show that the sector does have strong support for social responsibility, even though the degree to which this support is shown through different community-based projects varies between small, large, and multinational businesses. The results of this study also suggest that the information technology sector may be ready to go beyond the traditional view, which says that a company's main job is to make more money or make its shareholders richer. This stance could be a way for IT companies to make prospects like them and gain their trust in the industry. It could also be used to gain the trust of potential customers in the industry. According to the results of the study, a company can't accept and use the principles of corporate social responsibility without first taking into account a number of important factors. This study looks at the company's culture and the right way to do business as two of these things. The degree to which a company is

focused on CSR will depend on how well these two things work together.

The results of the current research lead to a number of important conclusions, with a focus on how creating a strong value-based organisational culture can help an organisation do a better job of corporate social responsibility. This research showed that there is a strong connection between the Corporate Social Responsibility practises of companies in the Information Technology sector and their Organizational Cultures. This shows how important it is for a business to have a culture that supports corporate social responsibility (CSR) activities and starts these practises within the organisation. This was found by people working together.

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