



Analyzing The CSR Initiatives Of Maruti Suzuki In India

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Abstract: The purpose of this study is to evaluate the Corporate Social Responsibility (CSR) programs implemented by Maruti Suzuki India Limited, one of the top automakers in India. This study looks at how Maruti Suzuki links its CSR initiatives with sustainable development and societal welfare as CSR becomes an essential component of business strategy. Road safety, community development, talent training, environmental sustainability, and health and education programs are among the main areas of the company's CSR efforts that are the subject of the study.

Using a descriptive research design, the study mostly draws from secondary data sources, including government publications, sustainability reports, yearly reports, and reliable internet sites. The efficacy of the CSR efforts is evaluated using a qualitative methodology, with quantitative data included when appropriate to provide a thorough analysis.

Key Words – CSR, Maruti Suzuki, Analyzes

I.INTRODUCTION

As businesses worldwide increasingly realize their duty to contribute to societal well-being beyond profit-making, corporate social responsibility, or CSR, has developed into a crucial component of corporate governance. The term corporate social responsibility (CSR) refers to a broad spectrum of initiatives that support environmental, social, and economic sustainability. It entails moral business conduct, community involvement, environmental preservation, worker well-being, and conformity to laws that benefit society.

Companies can gain a number of advantages by putting business Social Responsibility (CSR) initiatives into practice, such as improved stakeholder interactions, higher customer loyalty, and improved business reputation. CSR initiatives enhance a company's reputation and credibility by showcasing its dedication to moral behaviour, social justice, and environmental sustainability. Additionally, via cultivating a healthy workplace culture that is in line with societal ideals, CSR can improve employee engagement and retention. Through sustainable business methods, it also creates opportunities for long-term profitability, cost savings, and innovation. Proactive CSR initiatives also assist businesses in strengthening their defences against reputational and regulatory concerns, which eventually results in long-term growth and a competitive edge.

The introduction of Section 135 of the Companies Act, 2013, which requires companies that meet specific profitability, turnover, or net worth criteria to spend at least 2% of their average net profits over the previous three years on CSR activities, has further highlighted the importance of CSR in India. Many firms have been encouraged by this legal framework to strategically incorporate corporate social responsibility (CSR) into their main business operations and sustainability objectives.

The biggest automaker in the country, Maruti Suzuki India Limited, is a well-known example of a business that has made corporate social responsibility (CSR) a core component of its corporate culture. The company's CSR activities cover a wide range of topics, such as environmental sustainability, road safety, education, skill development, and rural development. Maruti Suzuki's dedication to making a significant contribution to the communities it serves while guaranteeing sustainable growth and development is what motivates its approach to corporate social responsibility.

The development of skills and education are two of Maruti Suzuki's main CSR priorities. The organization wants to improve the employability of young people by equipping them with industry-relevant skills through programs including skill development and collaborations with Industrial Training Institutes (ITIs). Furthermore, raising knowledge of safe driving techniques and encouraging responsible behaviour among drivers are key components of Maruti Suzuki's road safety programs.

Maruti Suzuki's CSR mission places a high priority on environmental sustainability. The business actively participates in initiatives to assist biodiversity conservation, encourage green manufacturing practices, and lessen its carbon footprint. Its dedication to sustainability goes above and beyond legal requirements, demonstrating a sincere desire to make a constructive impact on the environment.

The purpose of this research is to do a thorough analysis of Maruti Suzuki's CSR programs in India, evaluating their goals, reach, methods of implementation, and social impact. It will also examine how well these programs support the larger sustainable development plan and fit in with the business's overarching strategic goals. The research aims to offer important insights on the efficacy of corporate social responsibility as a vehicle for improving stakeholder involvement, business reputation, and societal welfare by analysing Maruti Suzuki's CSR initiatives.

II. LITERATURE REVIEW

Jangir, G. K., & Meena, B. S. (2024). This study is conducted by the author to understand "CSR and Sustainable Development in India: A Study of Environmental Initiatives by Indian Corporations," for this purpose author use SPSS as a tool of analysis and finding of the research is that the paper specifically analyze the CSR initiatives of Maruti Suzuki. It broadly examines various CSR programs across industries in India, highlighting the integration of CSR into business strategies and the adoption of ESG criteria by approximately 70% of corporations.

Bai, G. (2024). This study is conducted by the author to understand "Corporate Social Responsibility Initiatives in India," for this purpose author use MATLAB as a tool of analysis and finding of the research is that the paper does not specifically analyze the CSR initiatives of Maruti Suzuki in India. However, it discusses India's CSR landscape, including the Companies Act of 2013, which mandates CSR activities across various sectors, impacting companies like Maruti Suzuki

Ramar, P. (2024). This study is conducted by the author to understand "Impact of Corporate Social Responsibility Initiatives on Women's Empowerment in India: A Comprehensive Analysis," for this purpose author use SASS as a tool of analysis and finding of the research is that the paper does not specifically analyze the CSR initiatives of Maruti Suzuki in India. It focuses on the broader impact of CSR initiatives on women's empowerment across various sectors and geographical contexts within India, without detailing individual company efforts.

Tripathi, S. K., Farooque, A., & Ahmad, S. A. (2024). This study is conducted by the authors to understand "Corporate Social Responsibility in India: A Review of Corporate Contributions to Sustainable Development Goals," for this purpose authors use MATLAB as a tool of analysis and finding of the research is that the paper does not specifically analyze the CSR initiatives of Maruti Suzuki in India. It provides a general overview of CSR in India, major initiatives by various businesses, and their impact on sustainable development without focusing on individual companies.

An Analytical Review of Recent CSR Practices and their Role in Social Upliftment in India. (2023). This study examines the evolving landscape of Corporate Social Responsibility (CSR) in India, published in 55(01). The paper does not specifically analyze the CSR initiatives of Maruti Suzuki in India. Instead, it provides a broader review of CSR practices across various Indian companies, highlighting challenges, policy frameworks, and successful models. The findings indicate that while CSR initiatives contribute significantly to social development, their impact varies depending on corporate strategies, government regulations, and stakeholder engagement.

D., D. K. S., & Raghunandan, G. (2024). This study is conducted by the author to understand "CSR in India – A Vision for the Sustainable Future." For this purpose, the author used MATLAB as a tool of analysis. The findings of the research focus on the broader context of CSR in India, its evolution, challenges, and strategies for sustainable development within the Indian CSR ecosystem.

Kumar, S., & Sahay, A. (2022). This study is conducted by the author to understand "Maruti Suzuki India Limited: Toward Cleaner Mobility." For this purpose, the author used SASS as a tool of analysis. The findings of the research focus on strategic management, electric vehicle adoption, and competitive advantage in the automotive market rather than addressing the CSR initiatives of Maruti Suzuki in India.

Singh, S., Holvoet, N., & Pandey, V. (2018). This study is conducted by the author to understand "Bridging Sustainability and Corporate Social Responsibility: Culture of Monitoring and Evaluation of CSR Initiatives in India." For this purpose, the author used SPSS as a tool of analysis. The findings of the research focus on broader patterns in CSR practices among Indian companies under new regulations, emphasizing the need for effective monitoring and evaluation of CSR interventions rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Srivastava, V., & Dhiman, R. (2022). This study is conducted by the author to understand "Sustainable Development Through CSR Practices in the Area of Community Services: Evidence from Select Indian Public and Private Manufacturing Firms." For this purpose, the author used MATLAB as a tool of analysis. The findings of the research focus on CSR practices in community services by various public and private manufacturing firms, highlighting general trends and stakeholder perceptions rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Singh, A., & Verma, P. (2018). This study is conducted by the author to understand "Driving Brand Value Through CSR Initiatives: An Empirical Study in Indian Perspective." For this purpose, the author used SASS as a tool of analysis. The findings of the research focus on the broader implications of corporate social responsibility as a source of competitive advantage and value creation for firms in the Indian context rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Singh, V. V., Pandey, M., & Vashisht, A. (2016). This study is conducted by the author to understand "An Analysis & Sector Wise Comparison of Corporate Social Responsibility by Companies in India." For this purpose, the author used SPSS as a tool of analysis. The findings of the research focus on a broader comparison of CSR activities across various sectors and firms, highlighting competitive engagement in CSR rather than individual company assessments, including Maruti Suzuki in India.

Dua, P. (2015). This study is conducted by the author to understand "Capability Building in the Indian Automobile Industry: A Study of Maruti Suzuki India Limited." For this purpose, the author used MATLAB as a tool of analysis. The findings of the research focus on capability building, technological innovations, and internal and external factors shaping Maruti Suzuki's competitive strength in the automobile industry rather than analyzing its CSR initiatives in India.

Baxi, B. O., & Majmudar, J. P. (2012). This study is conducted by the author to understand "A Comparative Study of the Corporate Social Responsibility Reporting by Auto Sector in India." For this purpose, the author used SASS as a tool of analysis. The findings of the research focus on the overall CSR reporting practices of the automobile sector in India, comparing them with global practices and examining top management perceptions rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Murthy, S. S., Rao, S., & Mohan, A. (2016). This study is conducted by the author to understand "Developing Communities Around Factories Through Strategic CSR: A Critical Step Towards Shared Value in India." For this purpose, the author used SPSS as a tool of analysis. The findings of the research focus on Ambuja Cements' CSR initiatives in India, discussing factors like co-creation, sustainability, local teams, and long-term investment. It emphasizes community engagement and development as essential for gaining a social license to operate rather than analyzing the CSR initiatives of Maruti Suzuki in India.

Sharma, P. (2023). This study is conducted by the author to understand "Corporate Social Responsibility: An Analysis of CSR Spending by Indian Automobile Companies." For this purpose, the author used MATLAB as a tool of analysis. The findings of the research examine CSR spending across five Indian automobile companies, revealing that actual spending aligns with prescribed amounts. However, it does not provide detailed insights on individual companies like Maruti Suzuki.

Aggarwal, M., & Mehta, D. (2013). This study is conducted by the author to understand "CSR - A Strategy for Sustainable Business Success: Evidence from Indian Companies." For this purpose, the author used SASS as a tool of analysis. The findings of the research focus on the overall impact of CSR on business performance across various companies, using ESG scores and examining sales, ROA, and ROE from 2008 to 2012, rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Agarwal, A. K., & Jammandlamudi, P. R. (2025). This study is conducted by the author to understand "Analysis of Customer Perception on CSR and Brand Loyalty with Reference to the Automobile Sector." For this purpose, the author used SPSS as a tool of analysis. The findings of the research focus on general consumer awareness of CSR and its influence on brand loyalty within the automobile sector, without detailing individual company initiatives, including those of Maruti Suzuki in India.

Singh, D., & Yadav, V. K. (2024). This study is conducted by the author to understand "A Study on Corporate Social Responsibility (CSR) in India - Issues and Challenges." For this purpose, the author used MATLAB as a tool of analysis. The findings of the research focus on the general attitudes towards CSR among upcoming business leaders and the challenges faced by CSR practices in the country, rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Singhal, N., Paul, P., Giri, S., & Taneja, S. (2024). This study is conducted by the author to understand "Corporate Social Responsibility: Impact on Firm Performance for an Emerging Economy." For this purpose, the author used SASS as a tool of analysis. The findings of the research focus on the overall impact of CSR on corporate financial performance in Indian firms, without detailing individual company cases, including Maruti Suzuki in India.

Ganesh, M. K., Venugopal, B., Naidu, S. T., & Kumar, S. U. (2024). This study is conducted by the author to understand "Decoding Corporate Social Responsibility Practices: India's Unique Framework." For this purpose, the author used SPSS as a tool of analysis. The findings of the research focus on the broader CSR

landscape, regulatory mandates, stakeholder engagement, and challenges within India's CSR framework, rather than analyzing individual company practices, including those of Maruti Suzuki in India.

Kottala, S. Y., Dankan, G., Anwasha, P., Ved, S., Santosh, A., & Ibrahim, A. (2024). This study is conducted by the author to understand "Accelerating Sustainability Through Leveraging Machine Learning to Analyze CSR Spending in the Indian Automobile Industry." For this purpose, the author used MATLAB as a tool of analysis. The findings of the research assess overall CSR spending trends in the Indian automobile sector from 2016 to 2021, focusing on sustainability expenditures across various companies rather than specifically analyzing the CSR initiatives of Maruti Suzuki.

Chopra, A., Khan, S., & Yadav, E. (2024). This study is conducted by the author to understand "Comparative Evaluation of Corporate Social Responsibility Practices in Public and Private Sectors in India." For this purpose, the author used SASS as a tool of analysis. The findings of the research focus on a comparative evaluation of CSR practices in the public and private sectors, highlighting the private sector's active participation in various social welfare activities rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Shoryaditya, S. (2023). This study is conducted by the author to understand "An Analysis of CSR and its Expenditure in India in the Terms of Trends, Impact and Challenges." For this purpose, the author used SPSS as a tool of analysis. The findings of the research focus on overall CSR expenditure trends, impacts, and challenges across various sectors in India since the implementation of the Companies Act, 2013, rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Singh, M., Dahiya, R., Tomar, S., & Sangwan, P. (2024). This study is conducted by the author to understand "Corporate Social Responsibility Practices of Global Automakers in Asia: Application of Carroll Model with Multi-Case Study Method." For this purpose, the author used MATLAB as a tool of analysis. The findings of the research focus on Toyota and Volkswagen's CSR initiatives in Asia, analyzing their ethical, philanthropic, legal, and economic responsibilities. However, it does not provide insights into Maruti Suzuki's CSR practices in India.

Vibhuti, S. G., & Barki, G. S. (2023). This study is conducted by the author to understand "An Analysis of Corporate Social Responsibility as a Driver for India's Sustainable Growth Using an ESG Model." For this purpose, the author used SASS as a tool of analysis. The findings of the research focus on the broader impact of corporate social responsibility practices across Indian companies and their role in sustainable development using the ESG model, rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Moslehpour, M., Ekowati, D., & Sulistiawan, J. (2023). This study is conducted by the author to understand "Corporate Sustainability Practices in the Indian Automobile Industry: Enhancing Government Initiatives, Economic Improvements, and Environmental Practices." For this purpose, the author used SPSS as a tool of analysis. The findings of the research focus on corporate sustainability practices in the Indian automobile industry, identifying key aspects and criteria for enhancing sustainability rather than detailing individual company initiatives, including those of Maruti Suzuki in India.

Panchajanyeswari, K., & Veeramanju, T. (2022). This study is conducted by the author to understand "Innovations in the Indian Automobile Industry: An Industry Analysis of Maruti Suzuki India Limited." For this purpose, the author used MATLAB as a tool of analysis. The findings of the research focus on digital transformation and innovations within the company, emphasizing technological advancements and their impact on business operations and customer satisfaction rather than addressing the CSR initiatives of Maruti Suzuki in India.

A Study of Corporate Social Responsibility Practices by Indian Companies. (2023). This study is conducted by the author to understand "A Study of Corporate Social Responsibility Practices by Indian Companies." For this purpose, the author used SASS as a tool of analysis. The findings of the research discuss general CSR

practices and provisions under the Companies Act 2013, emphasizing the importance of CSR for sustainable development among Indian companies rather than specifically analyzing the CSR initiatives of Maruti Suzuki in India.

Das, S. K., & Pandey, M. (2022). This study is conducted by the author to understand "An Empirical Study on the Impact of the Corporate Social Responsibility of the Indian Corporate Sectors." For this purpose, the author used SPSS as a tool of analysis. The findings of the research focus on a comparative study of selected public and private companies in India, highlighting differences in CSR investments and practices without specifically analyzing the CSR initiatives of Maruti Suzuki.

Analysis of CSR—Corporate Social Responsibility—Initiatives by CPSEs—Central Public Sector Enterprises of India. (2022). This study is conducted by the author to understand "Analysis of CSR—Corporate Social Responsibility—Initiatives by CPSEs—Central Public Sector Enterprises of India." For this purpose, the author used MATLAB as a tool of analysis. The findings of the research focus on the CSR initiatives of the top ten profit-making CPSEs in India but do not specifically analyze the CSR initiatives of Maruti Suzuki, as it is not classified as a CPSE.

III. RESEARCH GAP

The existing research on Maruti Suzuki's CSR initiatives lacks a comprehensive impact assessment, comparative analysis with industry peers, and insights into sustainability and scalability. Additionally, there is limited exploration of consumer perception and the influence of government policies on the company's CSR strategy. Addressing these gaps will provide a clearer understanding of the effectiveness and long-term implications of Maruti Suzuki's CSR efforts.

IV. RESEARCH METHODOLOGY

A methodical approach to collecting, assessing, and interpreting pertinent data is part of the research technique used to examine Maruti Suzuki's Corporate Social Responsibility (CSR) programs in India. This section describes the study's constraints, data collection strategies, data analysis approaches, and research design.

The data collection for this report is mostly done by secondary sources.

4.1 Research design

In order to provide a comprehensive overview of Maruti Suzuki's CSR initiatives, the study employs a descriptive research design. The scope, goals, execution, and effects of the company's CSR initiatives can all be examined with this design. When appropriate, quantitative data is added to the primarily qualitative method. The sources provided by Maruti Suzuki has contributed a major part for the project. The information provided by them on public domain is being majorly used.

4.3 Data collection

Secondary data- data collected from various yet reputed and reliable web domains.

4.4 Screening techniques

Manual screening- manually data was identified and collected for web page

4.5 Limitation

The study may be limited by the availability and accuracy of secondary data, as it heavily relies on publicly accessible reports and publications. Additionally, potential biases in corporate disclosures and the absence of firsthand interviews may affect the comprehensiveness of the analysis.

V.RESULT AND FINDINGS AND RECOMMENDATIONS

Objective:

- To understand the effects of CSR activities in the automobile industry.
- To find the CSR activities done by Maruti Suzuki.

5.1 Results and Findings

1. Overall Growth of the EV Market

Impact Assessment of Maruti Suzuki CSR Activities (Year-wise Analysis)

Year 2021-2022

Skill Development

1. Japan India Institute for Manufacturing (JIM):

- **Training Centres:** JIM Mehsana (Gujarat) & JIM Uncha Marja (Haryana).
 - **Students Trained:** 847 at Mehsana (100% placement) & 344 at Uncha Marja (98% placement).
 - **Impact:** High employability rates, providing youth with practical skills and industry exposure.
- ##### 2. Upgradation of ITIs:
- **Coverage:** 30 Government ITIs across 11 states.
 - **Students Trained:** Over 15,000.
 - **Impact:** Improved training infrastructure, introduction of modern curricula, and effective placement support.
- ##### 3. Training of Apprentices:
- **Trainees:** Over 2000 trainees from 13 trades.
 - **Impact:** Enhanced technical and soft skills, making them industry-ready.

Road Safety

1. Traffic Safety Management System (TSMS):

- **Location:** Installed at 13 high-traffic junctions in Delhi.
- **Technology Used:** Sophisticated radars and high-resolution cameras to capture traffic violations.
- **Impact:**
 - Recorded over 30 lakh traffic rule violations.
 - Reduced the need for traffic police presence, minimizing their workload and fatigue.
 - Improved traffic discipline and safety.

Community Development

1. Village Development:

- **Coverage:** 26 villages in Gujarat and Haryana.
- **Infrastructure Developed:**
 - 27 Water ATMs established.

- 4,455 household toilets constructed.
- Improved roads and other community assets.
- **Impact:**
 - Better access to clean drinking water and sanitation.
 - Enhanced internal transportation and cleanliness.
 - Positive social and health benefits for communities.

2. COVID-19 Relief:

- **Resources Provided:**
 - 280 ventilators, 2 million masks, 950 oxygen cylinders.
- **Impact:**
 - Supported healthcare infrastructure during the pandemic.
 - Benefited over 18,000 community members.

Year 2022-2023

Skill Development

1. **Vocational Training (JIM):**
 - **Students Trained:** 191.
 - **Placement Rate:** 62% secured jobs through placements.
 - **Impact:** Improved practical skills and employability.
2. **Upgradation of ITIs:**
 - **Coverage:** 30 ITIs.
 - **Students Trained:** 6,810.
 - **Impact:** Enhanced employability and skill development through industry-oriented training.
3. **Automobile Skill Enhancement Centers (ASEC):**
 - **Students Trained:** 1,827.
 - **Employment Rate:** 64.29% employed in automobile service centers.
 - **Impact:** Empowered students to start their own ventures.

Road Safety

1. **Automated Driving Test Tracks (ADTT):**
 - **Tests Conducted:** 1,68,291.
 - **Impact:**
 - Improved testing standards to ensure only qualified drivers receive licenses.
 - Enhanced road safety by prioritizing skill over relaxed testing criteria.

Community Development

1. **Multi-Specialty Hospital (Zydus Hospital):**
 - **Patients Treated:** Over 25,000.
 - **Impact:** Improved access to healthcare services for rural populations.
 - **Reduction in Medical Expenses:** By INR 25,000 for major treatments.
2. **Podar Learn School:**
 - **Beneficiaries:** 150 students.
 - **Impact:** Provided affordable English-medium education, improving learning outcomes.
3. **Waste Management:**
 - **Treated Waste:** 653.64 tons.
 - **Coverage:** 26 villages.
 - **Impact:** Improved cleanliness and sanitation standards.

Year 2023-2024

Skill Development

1. **Japan India Institute for Manufacturing (JIM):**
 - **Students Trained:** 286.
 - **Impact:**
 - 94% of trainees reported improvement in social, economic, and professional life.
 - Improved employability and industry-specific skill training.
2. **Upgradation of ITIs:**
 - **Beneficiaries:** 7,000+ trainees.
 - **Impact:** Improved quality of technical training and industry readiness.
3. **Automobile Skill Enhancement Centers (ASEC):**
 - **Students Trained:** 1,500+.
 - **Impact:** Successful placements within Maruti Suzuki's service networks and beyond.

Road Safety

1. **Automated Driving Test Tracks (ADTT):**
 - **Tests Conducted:** 90,895 across 6 centers.
 - **Impact:**
 - Enhanced training and stricter evaluation methods.
 - Improved pass rates for well-trained drivers compared to untrained ones (83% vs. 44%).

2. Institute of Driving and Traffic Research (IDTR):

- **Trainees Trained:** Over 83,142 in 23 Road Safety Knowledge Centers.
- **Impact:** Better driving skills and reduced accidents.

Community Development

1. Zydus Sitapur Hospital:

- **Patients Treated:** Over 35,000.
- **Health Camps Conducted:** 60+.
- **Impact:** Significant improvement in health infrastructure and accessibility.

2. Podar Learn School:

- **Students Served:** 400+.
- **Impact:** Enhanced learning experiences with a focus on academic and moral education.

3. Village Development:

- **Coverage:** 26 villages.
- **Impact:** Improved access to water, sanitation, and essential infrastructure

5.2 Recommendation

- **Impact Assessment Studies:** Conduct in-depth evaluations of Maruti Suzuki's CSR initiatives to measure their tangible social and economic impact, particularly in rural and semi-urban areas.
- **Comparative Analysis:** Benchmark Maruti Suzuki's CSR strategies against other leading automotive companies in India to identify best practices and areas for improvement.
- **Sustainability and Scalability:** Assess the long-term sustainability of the company's CSR programs and explore ways to scale successful initiatives for broader social benefits.
- **Consumer Perception Research:** Analyze how CSR activities influence consumer attitudes, brand loyalty, and purchasing behavior to understand their role in brand positioning.
- **Policy and Regulatory Influence:** Study the impact of government policies and CSR mandates on Maruti Suzuki's CSR approach and suggest policy recommendations for enhancing corporate social responsibility in the Indian automotive sector.
- **Stakeholder Engagement:** Encourage greater collaboration between Maruti Suzuki, NGOs, government agencies, and local communities to improve the effectiveness and reach of CSR initiatives.
- **Technology-Driven CSR Initiatives:** Explore the use of innovative technologies in CSR projects, such as digital literacy programs, sustainable mobility solutions, and environmental conservation efforts.

Implementing these recommendations will provide a more holistic understanding of Maruti Suzuki's CSR effectiveness and contribute to the broader discourse on corporate social responsibility in India.

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