

## A Study on Socially Conscious Brands in Indian FMCG sector

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### Abstract

Corporate Social Responsibility (CSR) currently has occupied an important position on the Corporate Branding and Marketing agenda. Today, many corporations are facing the challenges of intense competition in the global market to gain sustainable competitive advantage. Corporate Branding is becoming the way in which the corporations are differentiating themselves within the competition framework. It is observed that national and multinational companies are increasingly moving towards corporate branding rather than branding of their products and services. Customers are giving more importance to corporate brands' social quality as compared to technical and functional values of a product.

Today, more consumers than ever are demanding that companies become transparent and take hands-on approach to making the world a better place. They're looking for what experts call "conscious brands," companies that embody a higher purpose by having an intentional purpose or embracing social responsibility.

### Introduction

Social branding is eco branding for social change.

It involves harnessing all marketing and communication tools, from print advertising and PR to social media. The aim should be to make them work for you to spread your organisation's socially responsible message.

Socially responsible companies use their position and resources for something more than pleasing their shareholders and increasing their bottom line. They operate on a business model that focuses on social change, sharing its success with their local and global communities.

Companies are increasingly integrating corporate social responsibility programs (CSR programs) into their business and aligning themselves with pressing social movements. CSR initiatives can look different for different companies, but it typically entails programs around charitable fundraising, workplace conditions, social benefits like health care, volunteerism, and environmentalism. And some companies go further than a program—social responsibility is in their DNA.

### What is a Social Brand?

A social brand is much like any marketing brand. It should reflect your business values and marketing message like your conventional branding message would.

The significant difference is that a social brand will reflect your company's commitment to social and environmental responsibility.

Going beyond mere profitability, a social brand will signal to your stakeholders that you have a serious, relevant, authentic message about your community and the world at large.

### **Conscious Branding**

It is about making a conscious effort as a brand to be conscious about our actions and reactions to the world we exist in, knowing that what we put out has consequences, some of them long-term.

Conscious branding embraces ethical business practices and integrates social and environmental responsibility at its core while creating transparency and accountability to create value and rise over the competition.

Conscious branding goes beyond sustainable branding -which focus is on elements and practices that ensure less impact on the environment, such as zero waste management and renewable energy-. It covers more than responsible branding, which focuses on the effect that a brand's activities can have on communities and the social environment, such as equity, fair labour, and local living.

Conscious branding adds to these efforts a long-term vision in which its presence in the marketplace adds up because it meets the demands or needs of its audience while becoming part of the solution to concrete and pressing problems.

The rise of conscious brands worldwide comes directly from the increase of a brand-conscious consumer that better understands his rights and obligations as a part of the market staging.

The challenge for conscious brands is to offer products that align with consumers' beliefs and prove their claims are true. Transparency and demonstrability are crucial for any brand expecting to survive in a moment where social responsibility is no longer an add-on to make a brand look good. Instead, today's consumers need facts in exchange for their loyalty and the possibility of advocating for them.

### **Corporate Responsibility**

Corporate responsibility refers to the steps your business takes to adhere to legal and ethical standards in your community. This might include supporting local, national, or global causes, taking part in corporate philanthropy, or beginning altruistic initiatives of your own. Essentially, it's about showing customers the selfless side of your business.

Social responsibilities of an organization have to include all the three bottom lines:

- Ecological
- Economic
- Social

Usually, CSR can be broken down into categories such as:

- **Environmental efforts:** These are the steps you take as a business to reduce your carbon footprint, and limit your negative impact on the world.
- **Philanthropy:** Donating to local charities and supporting local community programs is an easy way to show your customers that you care about what matters to them.
- **Ethical labour practices:** All businesses are expected to treat their employees ethically and fairly. The more you show you care about your workers, the more your community will respect you.
- **Volunteering:** Even if your brand doesn't have the financial resources to donate to charity, that doesn't mean you can't get involved. Volunteering shows customers that you're willing to go the extra mile for the right causes.

### **Social Responsibility & Branding**

It has been established that social responsibility is an excellent way for a company to build its brand and reputation. When we speak of branding for companies and businesses, the first thing that comes to mind involves the use of a logo, a tag line, and a name unique to that entity. After all, branding has one end goal: creating a differentiated name and image for a company, business, organization, product, or service.

Branding, in this context, involves using social responsibility to create that differentiation. Instead of a specific name or a logo, it uses an entity's social responsibility program, which is demonstrated through various relevant actions. These actions will then establish the company's presence in the minds of the consumers and the general public, as a whole.

According to business experts, a company's brand is its promise. It represents what the company can deliver to their customers, and what the customers can expect from the company's products and services. It embodies their customers' perception of them.

If you look at the brand management strategies of various companies, one thing is constant: they advertise. They spend on their marketing campaigns. They put out promotional materials and perform promotional activities to put their name out there. They tap into various distribution channels in order to increase their visibility. The more effort they put into it, the higher their brand equity becomes.

Showing that they have a strong social responsibility policy in place has been seen as a very effective way of generating positive press for companies. The media pays more attention to them and they become instrumental in letting a wider audience know about the company's "good works". It is, for all intents and purposes, a way to advertise the company.

Social responsibility also sets the companies apart from their competitors, but only when done right. Businesses treat their reputation as their brand, and the best way to nurture their good reputation is to put more efforts in improving their corporate social responsibility.

### **Why is it Important/Why should Brands become Conscious?**

In general, people like to associate themselves with good people. In the business world, customers prefer to be associated with companies known for their morality, high ethical standards, and compelling brand values.

From a branding standpoint, choosing social responsibility and complete accountability as their growth strategy means being one step ahead to support companies' claims, generate brand experience, increase brand trust, Increased brand loyalty and generate competitive advantage, leading to conscious branding

### **1. Added Benefit when Seeking Investor Funding**

When seeking investors, you have to tell a larger brand story. Investors favour ideas with an added twist. They also understand that it takes more than a great idea to keep the company together. The ability to retain human capital and form mutually beneficial relationships with society are all taken into account.

### **2. Competitive Advantage**

Consumers are socially conscious and are looking for brands that share the same mindset. The faster you are to adopt this mindset the more chances for your brand to be chosen over other brands. Social responsibility elevates the brand to a new level, leaving all everyone else behind.

### **3. Premium Positioning and Pricing**

Customers don't mind paying an increased price because subconsciously everyone understands that social responsibility means expenses. Psychologically it makes people feel good when they contribute to society, so knowing that a brand is socially responsible puts people at ease with a lofty price tag.

Firms that want to get ahead in today's incredibly competitive world need to outperform competitors and maintain a competitive advantage over other firms so as to favourably influence customer brand selection.

### **4. CSR can Improve Customers' Perception of your Brand**

Social responsibility can help people see your company as a positive force in society. The projects you and your team take on can help raise awareness for important causes and keep your business top of mind.

In conclusion, businesses can no longer operate with the sole aim of making profits at the expense of the environment, society, economy, consumers and employees. Companies need to consider how they can give back to society, and this can help you attract customers and keep your best employees. Customer satisfaction and employee retention are the keys to any successful business, after all.

### **Objectives and Research Questions**

The objective of the study is to find out how the FMCG companies in India are focussing on their CSR practices and environmental sustainability

- Why is it important to be a socially conscious brand?
- What Steps have been taken by FMCG companies to ensure social responsibility?

### **Research Methodology**

The study is based on secondary data by analysing Annual Reports, Business Responsibility Reports, Sustainability Reports of companies and also various articles on branding and CSR.

### **Limitations**

The current study considers only eight companies from the FMCG sector

### **Literature Review**

Numerous studies have been undertaken to study the social consciousness on FMCG brands Holly, Dale and Bill (2009) highlight the sustainable impact of harmonization between corporate social responsibility and corporate branding. The author suggests that that corporate branding is the main factor behind progressing sustainability and corporate social responsibility. Also brand management should be focused towards developing strategies to economic, social and environmental sustainability so as to achieve the goal of sustainable corporate brand. Kristiane and Steven (2004) focuses on three approaches for integrating CSR with brand marketing viz. the integrated approach, the selective approach and the invisible approach. According to the author CSR activities are not enough for sustainable development of a business. It should be linked with actual business practices, consistent communications and customer satisfaction for productive results. In Öhman (2010), the author discusses how intentions to purchase eco-friendly products often differ from regular products. The intention to purchase ecological products could be grouped into the same category as other intentions such as quitting smoking or spending more time at the gym – so called "good intentions". Mousavi A. Sayad and Jahromi M. Mohammad (2014), Companies are involved in social initiative for their sustainable business. Many companies have their policies and practices as business activities and social investment pleading India and multinational corporation self- involvement in noble programs of social upliftment of needy people. There are many opportunities for corporate to make their brand image and develop business working with social economy support to the society. Indian companies are increasingly expanding their CSR spending across various sectors ranging from child education to health care and environment (Ramesh, Saha, Goswami, Sekar and Dahiya, 2018). Such expansion is driven by the belief that goodwill resulting from CSR will drive competitive advantage, consequently triggering sales growth and business sustainability (Ramesh et al., 2018). (Polonsky, 1994) World-wide evidence indicates people are concerned about the environment and are changing their behavior accordingly. As a result there is a growing market for sustainable and socially responsible products and services. (Environmental protection agency -2000) Green consumerism is often discussed as a form of 'pro-social' consumer behavior (Wiener and Doeshar, 1991). It may be viewed as a specific type of socially conscious (Anderson, 1988) or socially responsible (Antil, 1984) consumer behavior that involves an 'environmentalist' (Schlossberg, 1991) perspective and may thus be called 'environmentally concerned consumption' (Henion, 1976). A classic definition (Henion, 1976)describes 'environmentally concerned consumers.

## **Present Study**

The present study focusses on the measures taken by eight FMCG companies for being socially responsible.

### **Hindustan Unilever Limited**

The Company's turnover for the financial year ended 31st March, 2021 was **Rs. 45,311**

#### **Crores**

Hindustan Unilever Limited (HUL) is committed to operate and grow its business in a socially responsible way. Over the years HUL have strived to serve the communities through various initiatives. In the last 10 years, through Unilever Sustainable Living Plan (USLP) they have made a positive impact on the environment and the society in which they operate.

Their vision is to grow its business whilst reducing the environmental impact of their operations and increasing the positive social impact. The company has spent more than 500 crores on its CSR activities in the last 5 years and has always spent more than the amount mandated by the CSR law.

Hindustan Unilever Limited uses its CSR funds to work on issues that plague India's development. It has achieved huge successes in the areas of water conservation as well as tackling health and hygiene issues at the grassroots level.

The company implements its CSR initiatives through Hindustan Unilever Foundation (HUF). The non-profit acts as a vehicle to anchor water management related community development and sustainability initiatives of Hindustan Unilever Limited. HUF operates the 'Water for Public Good' programme, with specific focus to empower local community institutions to govern water resources and enhance farm-based livelihoods through the adoption

of judicious water management practices. Since 2010, HUF has supported grassroots interventions in 53 districts with 23 NGO partners across over 4,300 villages in India.

HUL aims to build "sustainable and inclusive communities" by contributing to a fairer, more socially and environmentally inclusive world, while using its scale for good through its community development initiative called "Prabhat". This is done through focused pillars of economic empowerment (skills, livelihood and entrepreneurship), environmental sustainability (water, waste and carbon neutrality), health (WASH & nutrition) and education (basic infrastructure) across HUL factory locations in India. Our projects around the manufacturing units for Nutrition products are primarily focussed on addressing nutrition related challenges for women and children. Since inception, it has directly benefited nearly 6 million people across 19 states and two union territories in India through partnerships with over 20 NGOs. In the financial year 21-22

### **Indian Tobacco Company (Itc)**

The Company's turnover for the financial year ended 31st March, 2020 was **453 billion**

**Rs.**

ITC's journey in sustainability is inspired by its large vision to put the 'Nation First'. Towards this end, it has adopted a comprehensive CSR policy outlining measures to undertake projects and activities for making a significant impact on the marginalised.

The footprint of the Company's Social Investments Programme (SIP) projects covers vast ground — over 27 States / Union Territories covering 235 districts (some, under the government's high priority Aspirational District Programme). ITC Group's CSR expenditure incurred under Section 135 of the Companies Act, 2013 amounted to INR 307 crores in 2019 (it was INR 291 crores in 2018).

ITC has been focusing its CSR energies on rural development in India. The company spent Rs. 326.49 crores on CSR initiatives in 2019-20, surpassing its spending for previous years. The conglomerate has active social projects in education, environmental conservation, sustainable agriculture, healthcare, digital literacy, sports and culture.

ITC Choupal is a long-running flagship CSR programme by the company that has become the gold standard on community development in international circles. Not only has ITC Choupal impacted lakhs of farmers over the years through digital literacy and economic empowerment, but it has also been replicated by scores of other corporates for social welfare in their own communities.

In line with its commitment to put Nation First and responding to the needs arising out of the lockdown implemented to contain the first wave of COVID-19 pandemic, ITC has spearheaded a CSR initiative to enable the creation of an eco-system that would lead to significant livelihood generation for farmers and daily wage earners under the ambit of the Government's MGNREG Scheme.

During the second wave, the company worked to mitigate the crisis by supplying oxygen cryogenic containers to oxygen concentrators and generators. To serve the national priority of easing the bottleneck of transporting medical oxygen, ITC tied up with Linde India to airfreight 24 cryogenic ISO containers of 20 tonnes each from Asian countries in order to transport medical oxygen across India. The CSR initiative comes in the wake of an acute shortage of medical oxygen, constraining the healthcare system's ability to treat coronavirus patients.

In addition, ITC is airlifted a large number of oxygen concentrators for distribution. The group's paperboards unit in Bhadrachalam has commenced a supply of oxygen to neighbouring areas. ITC's effort to align national priorities, needs of local communities and high-impact CSR initiatives have resulted in more sustainable, scalable and replicable solutions

#### **Procter & Gamble (P&G)**

The Company's turnover for the financial year ended 31st March, 2021 was **\$18.1**

## **Billion**

Procter and Gamble believes that by making their products environmentally friendly, they are ensuring a better quality of life for people and the planet. Having high levels of CSR and CSP is something that Procter and Gamble takes pride in and is part of their growth strategy. They are ranked 22nd on their CSR Index by The Centre for Corporate Citizenship. They have both environmental sustainability and social responsibility.

### **Environmental Sustainability**

- Procter and Gamble is working towards long term sustainability by:
- Having 100% renewable energy to power their plants.
- All products and packaging uses 100% renewable or recycled materials.
- Having no waste go to landfills.

Having a product design that satisfies customers and maximizing a conservation of resources.

These goals are very specific and Procter and Gamble believes that it may even take them decades to reach these goals. By reaching these goals by the set deadline they will improve their image in the eyes of their consumers and in the eyes of their stakeholders

Procter and Gamble's corporate cause is Live, Learn and Thrive. This cause focuses on helping children in need around the world. Within Live, Learn and Thrive, is the program called Children's Safe Drinking Water. Their programs allow children to become healthy and have access to education that will build skills for life. Since 2007, Procter and Gamble has helped over 315 million children.

Other causes that Procter and Gamble takes an interest in include protecting mothers and babies from tetanus. Pampers works with UNICEF to combat this cause by delivering vaccines. Each pack of Pampers bought results in one dose of vaccine being donated. Procter and Gamble supports Feeding America to fight against child hunger. They provide food and other groceries to families that have no means of providing these basic essentials. Protecting Futures works toward keeping young girls in school and providing them with the appropriate information they will need for the future. They have reached over 450,000 girls with this effort. P&G Hope Schools provides children with better access to education in areas of China where people are very poor.

Their Shiksha program helps provide the NGO with funds to help address the causes of poor education in India.

P&G Health - Regular Health check-up camps twice a year at 40+ Centres, Distribution of Hygiene Kits & Sanitary Napkins with Awareness sessions on good hygiene and dental care practices, Treatment Contingency Fund provisioned in case of need of treatment support post diagnostics; jointly decided on case-to-case basis Presently supporting >2000 Beneficiaries across 40+ Centres in Orissa, MP, Mumbai, Pune and Goa

As a part of their sehat CSR initiative Procter and Gamble health limited India has provided PPE's and gloves to public health workers alongside supporting vulnerable



populations through our partner NGOs Stepping up as #force for good worldwide contributions of P&G group now exceed \$15 million and continue to increase as they work with communities around the world to understand how they can best serve them

### **P&G Sustainability Goals for 2030**

During Earth Week in 2018, P&G released new sustainability goals called Ambition 2030. These broad-reaching goals have one purpose in mind: to enable and inspire positive impact on environment and society while creating value for them as a company and you as a consumer.

In an effort to address two of the world's most pressing environmental challenges—finite resources and growing consumption—they focused ambitious goals in these specific areas – Brands, Supply Chain, Society, Employees Procter and Gamble's operates within the laws and maintains high ethical standards. Procter and Gamble does not tolerate using illegal or unethical practices anywhere in the world. Their products help improve the environment which improves the lives of both consumers and non-consumers. They have actively provided support after times of natural disaster. They encourage their employees to volunteer all over the world.

### **Marico**

The Company's turnover for the financial year ended 31st March, 2020 was **Rs 7,315**

### **Crore**

At Marico, the idea of social responsibility is viewed from the perspective of moral and ethical duty rather than an obligation. They explore their commitment to 'Make a difference' across the spectrum, from initiatives that enhance lives in our immediate neighbourhoods, to ambitious programs that propel business growth and impact the economy.

Marico sustainability objective focuses to create industry-leading value with brands and products that consumers prefer, while at the same time, conserving resources, protecting the environment, and improving social conditions for those who need it most.

Climate change, sustainable development and ecological consciousness are global concerns, inspiring significant policy decisions by world leaders as well as the United Nations. As a responsible corporate, Marico is committed to the global agenda with a specific and focused framework for achieving them within the parameters of our business operations. they have targeted six material areas which are very critical to our business in today's context sustainable procurement, energy management, water management, waste management, product responsibility, future-ready capability building,

At Marico Limited, the idea of social responsibility is viewed from the perspective of moral and ethical duty rather than an obligation. The company wants to 'Make a difference' across the spectrum. Chairman Harsh Mariwala is passionate about social welfare, philanthropy and climate change action.

Marico spent Rs. 19 crores on community welfare activities in FY 2019 -20. The company has designed community sustenance initiatives to build and maintain a harmonious relationship with the local communities in and around operations while uplifting their lives in a sustainable and responsible manner. Marico's flagship CSR programme is 'Kalpavriksha' directed at bettering the lives and productivity of coconut farmers. There are various key initiatives that are propagated as a part of Kalpavriksha such as increased current crop productivity, hybrid plantation, replantation, right water management and usage of technological intervention. Kalpavriksha has also launched several projects under its umbrella in different domains such as digital channel, farm care personnel, and training.

During the COVID crisis, the company spent Rs. 12 crores to support the fight against the pandemic. The company donated sanitisers worth Rs. 1 crore across various cities to frontline professionals including government organisations, police, hospitals and health staff.

The company committed to raising Rs. 2 Crore in collaboration with GiveIndia. The proceeds will be invested in various, s hospitals to strengthen the health care system in this fight against COVID-19. For every rupee that is donated by individuals, the organisation has pledged to match it in order to achieve its target.

#### **Dabur**

The Company's turnover for the financial year ended 31st March, 2021 was **Rs 2,336.79 crore**

#### **CSR Mission of Dabur India Ltd**

- Dabur India Ltd aims towards making Self Reliant the poor and unprivileged section of the society by adopting the socio-economic model of development and taking up various need-based initiatives which helps the poverty-ridden section of the society to create a better world for themselves.
- Dabur India Ltd encourages protection of the plants of endangered species and ensuring sustainable development and promotion of biodiversity.

Dabur spent Rs. 27.80 crore toward Corporate Social Responsibility (CSR) program during FY 2019-20. CSR interventions were implemented in 145 Villages of 14 States.

The Dabur Group also established a 'Dabur Care Fund for COVID-19', to protect lives and livelihood, and support those affected by the COVID-19 pandemic.

The company has further earmarked a fund of Rs. 21 Crore towards Covid-19 Relief efforts in FY 2020-21, helping meet immediate needs of those most affected by this pandemic.

Dabur gives a message for promoting participatory CSR initiatives rather than charity as Dabur India Ltd believe that charity makes people irresponsible towards the cause and they don't take the awareness program sincerely. At Dabur, they charge ten-rupee from an individual for a monthly subscription of health services so they don't take them for granted and they also charge a little from the households to build toilet in their home so they too

feel connected and are inspired to work towards the welfare of the society rather than just accepting them as mere gifts and Dabur encourage its corporate colleague for the same.

#### **Dabur India Ltd.'s Community Initiative**

- **SUNDESH:** The Ngo initiates many participatory and the initiatives which are needed for ensuring sustainability in development and helping of the rural and urban poverty-ridden sections.
- **Swasthya Chetna Abhiyan:** This initiative was taken with the aim to launch a program for informing and awaking people regarding the issue of low immunity and this program was launched in the rural sections of the State of Uttar Pradesh and in the six rural Areas of the State of Bihar.
- **Samajhdar Maa, swastha bacha:** The idea behind this initiative was to conducting health check-ups for the infants.
- **Machchhar Mukti Abhiyan:** Dabur India Ltd joined hands with odomas for this initiative for making people aware of the deadly mosquito-borne diseases like malaria and dengue which causes thousands of deaths across the country each year.

Dabur's Water Conservation and Management project, Desert Bloom, in Rajasthan has been designed in line with the state Government's Mukhya Mantri Jal Swavalamban Abhiyaan. This project has helped 765 families in 3 villages in Newai (Tonk district) tide over the water crisis in the region during dry months and gain access to water for their daily use and irrigation needs. This initiative has helped improve the water table by 8 to 10 feet, besides recharging the tube wells.

#### **Focus Areas of Dabur's CSR Policy**

Four key focus areas are: Eradication of hunger, malnutrition and poverty, Promoting Health care including preventive Health care, Ensuring environmental sustainability and ecological balance, Employment and livelihood generation enhancing skills **Other Activities** - Promotion of Education, Encouraging Gender equality, Promotion of technology incubators, Rural Development programs were initiated.

Dabur India Ltd spends a lot on its corporate social responsibility with the vision of ensuring the welfare of each individual. Dabur was engaged in the social work way before it was mandated by the law. Dabur is doing social and community work since 1994. Dabur does not believe in charity rather it demands the active participation of Individual in return of its community help Initiatives. Dabur also believes that for efficient implementation of their corporate social responsibility policy it is essential for joining hands with other groups which are working towards the parallel cause as it increases the resources and minimizes the efforts and costs of implementation of the CSR policy for the betterment of the society and the community.

#### **Britannia**

The Company's turnover for the financial year ended 31st March, 2021 was **12378.83**

## **Crore**

One of India's leading food companies, Britannia Industries Ltd. has a 100+ year legacy in manufacturing bakery products. Britannia is amongst the most believed food brands Britannia industry is very much committed towards to be a good corporate citizen not only by obliging the terms and conditions of the law but also actively participate in the development of society and working towards the improvement of quality of life of the people where industry operates. Company has undertaken community development issues as by organizing health and family welfare programs, clean drinking water, providing free education to the poor people. Company has integrated these social responsibility practices with the business plan of the company. Britannia industry has been engaged in developing social accounting programs and to carry out social audit of their social initiatives.

The CSR activities of Britannia are carried out by Britannia Nutrition Foundation with the vision to create a malnutrition free India. For the purpose of bringing a positive impact to the society, Britannia Nutrition Foundation has partnered with a number of NGOs such as Navjyoti India Foundation, Naandi, Akshaya Patra Foundation, and East Delhi Municipal Corporation. Working with these NGOs and mid-day meal partners, the Foundation has initiated a number of projects and programs addressing the grave issue of child malnutrition.

Britannia CSR focuses the most on nutrition and healthcare in India. The company makes a difference at the community level through various interventions addressing undernutrition and malnutrition. Research and development into nutrition is a major component of Britannia corporate social responsibility. In order to undertake its CSR projects to address these causes, the company has set up a Britannia Nutrition Foundation (BNF) which is more than a decade old. It was set up with the goal of delivering every Child's Right to Nutrition and Growth. BNF runs long term replicable programmes in various states. Community development is considered a focus area since BNF assumes responsibility for the nourishment and vitality of the whole community it works in.

When it comes to plastic in the manufacturing and supply chain, the company believes in reducing, recycling and recovering plastic. The R&D team is researching ways to reduce plastic in the offices, manufacturing process and distribution. One step was to remove plastic trays from the product portfolio. The R&D is working on creating 100% reusable packaging in line with the circular economy being embraced by international companies of repute.

Britannia CSR steps up to be of service for the people in times of crises. The COVID-19 pandemic is hands down the worst humanitarian crises the world has witnessed in the last 100 years. The Britannia corporate social responsibility team mobilised its people and resources to help those in need.

Since food is the core of the company's business, providing essential foods was at the top of the list of activities in response to the pandemic. The Wadia Group gave out 1.35 crore meals (and meal equivalents) and 90 lakh packets of biscuits and bakery items across 19 states.

The team deployed workers in the supply chain infrastructure and joined hands with

agencies to send essential food to the people whose lives were disrupted by coronavirus. Nutritious food was distributed to daily wage workers, migrant families and domestic help who had lost their livelihoods to children from low-income families and anganwadis.

### **Colgate-Palmolive**

The Company's turnover for the financial year ended 31st March, 2021 was **4841.22** Colgate-Palmolive Company is a caring, innovative growth company reimagining a healthier future for all people, their pets and our planet. Focused on Oral Care, Personal Care, Home Care and Pet Nutrition, the Company sells its products in more than 200 countries and territories under brands, such as Colgate, Palmolive, elmex, hello, meridol, Sorriso, Tom's of Maine, EltaMD, Filorga, Irish Spring, PCA Skin, Protex, Sanex, Softsoap, Speed Stick, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet.

The Company is recognized for its leadership and innovation in promoting environmental sustainability and community well-being, including its achievements in saving water, reducing waste, promoting recyclability and improving children's oral health through its Bright Smiles, Bright Futures program, which has reached more than one billion children since 1991.

Colgate Palmolive (India) limited is committed to do business with integrity and respect for the communities around it. The company's values of caring global teamwork and continuous improvement are reflected not just in the quality products and reputation, but also in the dedication to serving the communities in which they do business.

The company has focused its social responsibility efforts on a broader theme of "giving India reason to smile". Colgate people across India continue to make great stride towards this long-standing commitment.

The company's long-term sustainability strategy is focused on the three areas people, performance and planet. They work towards protecting the environment, improving and enhancing the quality of life of individuals and the communities they serve.

As a leader in oral care business, they are committed to spread oral health awareness and similar initiatives. we are also committed in taking up other corporate social responsibility program through partnerships and associations which impact communities and environment positively.

Colgate-Palmolive Company's global manufacturing teams have cut absolute carbon dioxide emissions by a third, cut energy use by a third, and water use by half.

The reductions, versus per ton of product produced in 2002, mean Colgate has achieved or exceeded the five-year goals it set for 2020 in each of these critical areas. In the past year, Colgate has also taken significant steps toward building a healthier planet, including:

- Introducing a first-of-its available to third parties; kind recyclable toothpaste tube, and making this technology
- Earning TRUE Zero Waste certification for nine additional manufacturing facilities in 2019,

- bringing the global total to 16 -- more facilities in more regions than any other company; and
- Saving water by encouraging conservation through Colgate's "Save Water" program, which since its launch in 2016 has helped avoid the use of an estimated 99 billion gallons of water.

"Colgate is a caring, innovative growth company reimagining a healthier future for people, their pets and our planet," Setting its sights higher, Colgate also announced a new Sustainability Mission to "invite a billion homes to create a healthy and sustainable future." The Company has set measurable targets for 2025 and beyond in a dozen areas. The targets include net zero carbon emissions by 2040 and 100% renewable electricity by 2030 for Colgate's global operations; eliminating one third of new plastics used in products and packaging; earning 100% TRUE Zero Waste certification for Colgate's global operations, and reaching 2 billion children with education to improve oral health, helping to create a zero-cavity future.

In 2020, the Company's focus has included support for those in need to combat the COVID-19 pandemic, including the donation of health and hygiene products and pet food. Colgate has also mobilized five manufacturing facilities on three continents to produce and donate bar soap, specially packaged with instructions on proper handwashing to amplify the World Health Organization (WHO) #SafeHands message. The Company is working with partners including CARE and Save the Children to distribute the products around the globe.

### **Glaxo Smithkline**

The Company's turnover for the financial year ended 31st March, 2021 **Rs 2,520.2**

### **Crore**

GlaxoSmithKline Consumer Healthcare India Ltd. (GSKCH) is a leading consumer healthcare company that operates across nutrition, wellness and oral care categories with leading brands like Horlicks, Boost, Eno, Crocin, IodexM Sensodyne and Parodontax

GlaxoSmithKline Consumer Healthcare Ltd. (GSKCH) believe in deliver sustainable performance while creating shared value for their customers, employees and the communities which we serve. Our mission statement "To improve the quality of human life by enabling people to do more, feel better and live longer" is taken forward through their values of Consumer first, Respect, Transparency & Integrity in everything that they do.

As a key player in the healthcare area, their primary contribution is to develop market and distribute products based on science to improve the quality of life of their consumers. GSK, is on a mission to help people to do more, feel better, live longer. Their mission is linked to the needs of the country, engaging with key stakeholders and linking brands with purpose, cause and focus. GSK CSR Programs are aligned with United Nations' (UN) Sustainable Development Goals (SDG) and Government of India's National Health Priorities. Their social Outreaches include sustainable partnership with various community projects through established NGOS to advance awareness about and access to nutrition and healthcare to society; providing health and hygiene awareness to mothers and children; GSK CSR MISSION is based on the CSR focus defined as "To lend a helping hand to the less fortunate in our society through the support of women, children and the aged in the areas

of health, education and sustainability”. In order to bring this mission alive, their CSR Activities will focus on the following areas:

- Education – including special education and leading to sustainable livelihood especially that of women
- Health & Nutrition – towards eradicating malnutrition leading to good health for children and mothers and awareness about hygiene, safe food and water.
- Ensuring Environmental Sustainability, ecological balance etc – leading to conservation of natural resources
- Improving Employment enhancing vocational skills In addition to this they also participate in
- Disaster Support – to provide relief to disaster affected communities
- Volunteering –to create a culture of shared value for our employees
- Any other in line with schedule VII of CSR Rules under Companies Act

The objective in each of the interventions is to create a sense of ownership and to ensure that projects and programmes in each of these spheres are sustained. Several development programmes have been implemented in last few years aiming at building trust and improving the quality of life not only in and around the places where the Company operates but also in areas where there is an urgent need for intervention. This has been done in the form of addressing malnutrition or building awareness on hygiene and safety or addressing specific community level health issues or environmental sustainability. Risks like AIDS or activities which help in ensuring GSKCH launched its “Mission Health” programme which is in alignment with United Nations’ (UN) Sustainable Development Goals (SDG) and Government of India’s National Health Policy.

Mission Health is a national movement for GSKCH’s which is in line with Our philosophy and goals to address the need of the country, engaging with key stakeholders and linking brands with purpose, cause and focus.

Under Mission Health, GSK are focusing on:

- Allied Against Dengue
- Helping children with cleft lips and palates
- Neglected Tropical Diseases

### **Analysis and Conclusions**

FMCG is one of the leading markets in India and hence the social responsibility of such a large sector contribute highly to the welfare of the society through saving environment.

The eight FMCG brands in the study had compliance with respect to environmental sustainability norms and CSR practices. They exhibited the following initiatives:

- All eight brands aims to reduce their energy consumption and adopt environmental- friendly production technologies.

- Various projects are undertaken by these companies for reduction in water usage and conserving water (ITC's Watershed Projects, Dabur's Water Conservation and Management project - Desert Bloom, Hindustan Unilever Foundation (HUF) - to anchor water management related community development and sustainability initiatives etc.
- All these companies manufacturing units are ISO 14001 and OSHAS 18001 certified
- ITC stood out, 41% of ITC energy consumption is from renewable sources.
- Packaging goals -
- Goal of 100% reusable and recyclable plastic packaging Eliminating unnecessary and problematic packaging
- Making all packaging recyclable, reusable or compostable
- HUL can be considered as the leader among these eight companies when it comes to CSR and reduction in environmental impact as they reduced their carbon dioxide emission by 85%.
- These Brands are procuring raw materials which are not just cost effective but responsible in nature too
- And also aims to procure goods which are economically viable and which benefit the organization, customers, society and the environment.

Firms can no longer see their performance as a simple act of marketing products or services. Developing a social brand will help to make your company or organisation a positive force in the world and is sure to increase loyalty for your employees, customers, boards, community members, and so on.

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