A Conceptual Study Of The Relevance Of Corporate Social Responsibility In The Pharma Industry

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Abstract: The business of business is business only, and that a corporation has no further obligations than to obey the laws and rules of the game is no more relevant and not accepted as such. Since big corporations are citizens with enormous financial powers, such big corporate citizens have a moral duty to give back part of their profits to society. CSR insists that a business should be sustainable in terms of economic, social and environmental factors. The pharmaceutical industry, having acquired a position of global power and wealth, has thereby also assumed the moral duties that go with that position. Medicine is a different essential commodity; due to its potential to save a life, it has sentimental value beyond the economic cost. Pharma companies established a glorious tradition by extending their intellectual powers, managerial skills and financial resources through their CSR programs to fulfill their moral responsibility and pious duty towards the society. In spite of the society’s negative perception towards the pharma industry due to some pharma company’s notorious dealings, the industry never failed to perform its duty that benefits poor among the poorest of the community.

Keywords: Pharmaceutical Industry, Social Responsibility, Stakeholders, Sustainability.

Introduction:
India has the great and ancient tradition of charity and humane way of life "Dharma" that is now known as Social Responsibility. The focus areas of charity used to be health care, education, and community development. Since charity is a voluntary activity, it is never documented and kept out of the public purview. Previously it was argued that a company’s responsibility was to gain profits for its shareholders and nothing more to anyone. However, it is an outdated approach to business. Corporate Social Responsibility (CSR) is a contemporary business concept in which the organization gives due importance to profits for shareholders and future growth of the company and at the same time give equal importance to the welfare and interests of various stakeholders in the society as part of its business strategy. A company with CSR commitment should protect the interests of both shareholders and the stakeholders. The company is accountable for its activities that will harm the environmental factors. CSR is a confidence-building exercise aimed to create trust and maintain a sustainable relationship with various stakeholders within the community. It includes shareholders, employees, customers, suppliers, and multiple agencies.

Definition of Corporate Social Responsibility (CSR):
Defining Corporate Social Responsibility (CSR) is a challenging task since there are many and even conflicting concepts involved to be explained. The concept of CSR is dynamic that changes with the time, regional, political and socio-cultural aspects. CSR is referred to with various nomenclatures that include sustainable development, corporate accountability, corporate citizenship, corporate stewardship, corporate ethics, and global citizenship. Weber defines CSR as "a sub-area of corporate sustainability, which aims to integrate the economic, environmental and social aspects of business in a global strategy" (Weber, 2008). The World Business Council for Sustainable Development defines CSR as "the business contribution to sustainable economic development". European Commission defines CSR as "the responsibility of enterprises for their impacts on society, to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders". Definition of CSR as stated by The International Federation of Pharmaceutical Manufacturers & Associations (IFPMA cited in Roche, 2007, p. 1): "It should be underlined that the pharmaceutical industry's primary role and social responsibility is to deliver new, innovative medicines." In contrast, Dukes argues that "the pharmaceutical industry, having acquired a position of global power and wealth, has thereby also assumed worldwide the moral duties that go with that station" (Dukes, 2006, p. 266). Oketch also supported the above argument stating that companies no longer should consider about maximizing profits for shareholders only, but have responsibilities towards other groups such as employees and stakeholders in the society (Oketch, 2005, p. 31). Considering the IFPMA’s view on CSR, it can be stated that there is a perceived conflict of interests exists between the society and the pharma industry in terms of the meaning and what constitutes social responsibility itself. While the definition of IFPMA serves its self-interests, normative expectations from society insist on moral obligations that go beyond the development and marketing of pharmaceutical products. The "Triple bottom line" concept of CSR insists that a business should be sustainable in terms of economic, social and environmental areas. CSR is explained as a societal responsibility, i.e. a responsibility towards all stakeholders in the society. CSR is emerging as a global trend integrating the business corporations, governments, international organizations, and the civil society (Sahlin- Andersson, 2006, p. 595), “CSR blends and harmonizes economic operations with human community’s social systems and institutions, creating an organic linkage between business and society. The end goal of this relationship is to achieve a balance between the firm’s economic operations and the society’s aspirations and requirements for community welfare” (Frederick, 2008, p. 523). In his “When Principles Pay” Heal has discussed the need to take up CSR initiatives by a company, and according to Heal, CSR is "a focused response to social and environmental issues arising directly from a company’s operation". Various definitions of CSR will emphasize the
same basic principles and core values as the basis for CSR and expects that business organization will do something good for society. It is in the form of providing more jobs, contributing to economic growth, abiding the laws, environmental protection, involving in philanthropic activities and the protection of human rights. CSR creates a peculiar situation where people with conflicting interests will come together and join hands to do something for the common good. CSR is a new managerial trend in response to the demands of social and political forces. The old school of thought on business as stated by Milton Friedman that "the business of business is business only and that a corporation has no further obligations than to obey the laws and the rules of the game" is no more relevant and not accepted as such. Now the business is viewed beyond the narrow purview of 'business is business only'. The company should think business beyond the profit-making process and start to think in terms of sharing the benefits to society at large. CSR links economic system with social institutions. CSR programs are initiatives that a company implements to correct the negative image that arises during their regular business activities. It is the ethical and moral responsibility of a company to correct and to compensate for the harms and damages to the environment and for the society that will arise due to their operations.

License to Operate (LTO):
Companies secure a License to Operate (LTO) its business in the society through the tacit approval and support from various stakeholders. License to Operate (LTO) gives the ability for the smooth conduct of business to a company. As consideration for LTO, society expects something beyond the regular products and services from the company. Stakeholder influence and expectations are important factors to be considered for the survival of the business.

Adam Smith's 'invisible hand' and CSR:
Adam Smith, a prominent 18th-century Scottish moral philosopher who presented his economic theories in his monumental book “The Wealth of Nations (1776),” was considered as the 'father of modern economics'. Smith's 'invisible hand' theory explains how by his unintended acts even an individual's self-interested economic behavior will produce unintended good for the community. Smith's philosophy is an amalgamation of diverging concepts like individual self-interest with concern for the common good and divine justice. Adam Smith conceptualized the role of individual contribution to the welfare of society by explaining how an individual while pursuing his own interest also promotes the interests of society. "It is not from the benevolence of the butcher, the brewer, or the baker, that we expect our dinner, but from their regard to their own self-interest. Every individual endeavors to employ his capital so that its produce may be of greatest value. He generally neither intends to promote the public interest nor knows how much he is promoting it. He intends only his own security, only his own gain, and he is in this lead by an invisible hand to promote an end which was no part of his intention. By pursuing his own interest, he frequently promotes that of society more effectively than when he really intends to promote it". In the same way, though a company is doing business for its own survival and benefit, it also contributes to the public interest. Prominent economist Milton Friedman argues that just by doing its business well, a company discharges its duty to society as well. A company converts people’s savings to capital and generates profits in the form of interest and dividends for investors. It creates jobs and incomes for the employees. Through its products and services it meets social needs and wants. It pays taxes directly on its profits and indirectly on the goods and services it produces. Companies undertake research and development for the advancement of science and technology. Just by running a profit-making company it meets the obligation of social responsibility. Adam Smith considers that moral considerations should rank higher than economic ones (Fitzgibbons, 1995). Smith places self-interest and individualism low on the ‘moral ladder’ (Hill, 2000). Peter Drucker, the management guru, also concurs with Adam Smith's and Milton Friedman views by stating that "the proper Social Responsibility of business is to turn a social problem into economic opportunity and economic benefit, into productive capacity, into human competence, into well-paid jobs, and into wealth".

Caroll’s CSR Pyramid (1979):
Caroll’s CSR Pyramid is a significant contribution to the development of the CSR concept as it gives a precise classification of CSR responsibilities and functions. Different layers in the Caroll's CSR Pyramid identify the types of duties that a business organization has to perform as per the expectations of the society. The emphasis is more on the submission to law and ethical conduct of business. Caroll argues that the corporate social responsibility involves the conduct of a business in an economically profitable way, being socially supportive, by abiding the law and ethical values. CSR includes the extent to which it supports the society in which it exists by contributing money and time. Since big corporations are ‘citizens’ with enormous financial powers, such powerful ‘corporate citizens’ has a moral duty to give back part of their profits to society. Big corporations should go beyond mandatory and legal requirements to do something good for the benefit of the community in which they do business and prosper. CSR activities of a company reflect the organization's vision and mission and its commitment towards the welfare of the society. The success of the businesses is measured based on how it is giving back long-term values to the community in which they organize their business and grow. Due to the impact of social media, awareness of CSR is increasing in society, and the expectations are very high from the corporate world.

The relevance of CSR in the pharma industry:
Poverty and ill-health are Siamese Twins that cannot be separated. "Men and women were sick because they were poor, they became poorer because they were sick, and sicker because they were poorer". The pharmaceutical industry is the industry which develops, produces, and markets products classified as "drugs or pharmaceuticals" which are licensed for use as medications (John et al., 2007). "The ‘right-to-health’ framework developed by the UN Committee on Economic, Social, and Cultural Rights provide the guiding principles to formulate social responsibility policies by the pharma Industry. It states that pharma Industry has the following social responsibilities: A human rights policy statement, drug availability, drug
access, acceptable clinical trials, quality, transparency with the information, and independent accountability regarding these right-to-health responsibilities. The pharmaceutical industry is an important industry worldwide, where it has a direct impact on the welfare of patients in specific and the society in general (Manchanda & Honka, 2005). The pharmaceutical industry has contributed more to the well-being of humanity than any other has, it has helped to remove tuberculosis, gastroenteritis, and diphtheria from among the ten leading causes of death in the western world. The Pharma industry also has achieved a milestone by playing an essential role in the removal of smallpox, plague, and polio; the leading causes of death and disability, especially in the developing countries a few decades back (Braithwaite, 2006). The pharmaceutical industry also recognizes its role in combating non-communicable disease worldwide with appropriate interventions, and its R&D has made many interventions to address chronic diseases through innovative medicines that effectively and safely treat chronic illness (Armenio, et al., 2013). In the case of pharma business, CSR is embedded in the business model itself as medicines play a vital role in the health and wellbeing of each individual in society. Pharma business is a part of the community and derives its profits from the people by selling medicines; hence, it also has the moral responsibility for the welfare of society. It should also take initiatives in making the medicines accessible and affordable for the poor and needy. Right to life is meaningless without the right to health. Without good health, one cannot pursue other basic human needs such as food, water, and shelter to survive. Different psychological needs of love and relationships also deprived due to ill health. Hence, to maintain good health, one should have the right to access the right medicines at the right price. Considering the value of the human life and good health, the United Nations Declaration of Human Rights, Articles 25 and 28 clearly states that every individual is entitled to health and medicines as a fundamental human right. "Everyone has the right to a standard of living adequate for both the health and well-being of himself and his family, including food, clothing, housing, and medical care. Everyone is entitled to a social and international order in which the rights and freedoms outlined in this Declaration can be fully realized". Powers and Faden argue that health is a basic fundamental right and contends that "any society that fails to ensure for its members the conditions necessary to achieve a sufficient level of health is an unjust society that in our view has violated a basic human right; the global community has to ensure the needs of the people". In "Social Justice" Madison Powers and Ruth Faden emphasize the need and right to wellbeing for every human being irrespective of their socioeconomic status. They have identified six dimensions as critical for the welfare of a person, as mentioned in order: health, personal security, reasoning, respect, attachment, and self-determination. Medicine is a different essential commodity; due to its potential to save a life, it has sentimental value beyond the economic cost. Though food, water, and shelter are also basic needs for our survival, they were never unattainable due to a high price. Klaus Leisinger of Novartis states that "The role of the pharmaceutical company in a global economy is to research, develop, and produce innovative medicines that make a difference to sick people's quality of life, and they have to do so in a profitable way. No other societal actor assumes this responsibility. Many pharmaceutical corporations, however, perceive a moral obligation to do more, whenever possible, to help alleviate the health problems of poor people all over the globe". Geoffrey Heal rightly defines the difference between an expensive car and a life-saving drug. "Most people can't afford expensive cars or houses, a fact of little consequence. We don't worry that most people can't afford Ferraris or Aston Martins or Manhattan penthouses. However, drug companies are different because drugs are different; they are not just ordinary commodities: they can make the difference between life and death, or between being sick and well, and most do not accept that these differences should be determined by income". Business environment of the pharma industry has its own peculiar and unique characteristics not known to other sectors that can influence the CSR initiatives of each company. Ethical and moral issues involved with the pharma products and people associated with these products are vulnerable to conflict of interests. Stakeholders with opposing interests, corporate culture, stringent government control, patent laws, and market conditions are some of the other factors that will influence the CSR initiatives in the pharma sector. Heal has given a clear description of CSR that is well suited for pharma business. The programs run by pharma companies to make their drugs available at reduced prices to those on low incomes also count as socially responsible.

**Principle of beneficence in pharma business:** Beneficence is doing something good that will benefit others by removing certain harmful things. Beauchamp and Childress in their Principles of Biomedical Ethics clearly define beneficence as "not merely mercy, kindness or charity, but an actual obligation to help others and further their legitimate interests". Every pharma company will declare in its vision and mission statement that they will contribute to the health of humanity as it is their moral responsibility since they are in the health care business. So they are bound to keep their word. The pharma business also has the means and resources to address the problems of poverty and ill health of the society. Due to this fact, it is their moral responsibility if not legal. The Pharma industry is rich in financial resources, knowledge, and experience in managerial skills that can be invested in the CSR and development programs. Though it is not the responsibility of pharma business to offer free medicines for each and everyone, still it is the moral responsibility of the pharma business to keep the prices of the drugs affordable to needy patients, since poverty and ill-health are twins that cannot be separated. All pharma companies claim that their motto is to develop safe and effective medicines that will remove harmful and unhealthy conditions to promote health for all. Since pharma companies only have the expertise in making medicines, the pharma companies have a moral duty to produce and market their drugs at reduced prices and make it available to all needy people with low incomes. Even if a pharma company runs its business on purely economic terms, the products and services it produces and supply are unique in nature with high social benefit and sentimental value. The goods and services produced and supplied by the pharma industry are unique in nature and position in
contributing to the welfare of society. Medicines come with a Devine Touch that ultimately helps to reduce death rates and to prevent or cure diseases. Pharma industry helps people in leading a healthy working life by raising their quality of life and by avoiding costly hospitalization. Kant and Mill ideals should be embedded in a balanced way in a pharma company's business model, and the business philosophy should be “providing the greatest good for the largest numbers of people by abiding laws and ethics”.

A pharma company’s CSR initiatives can be considered as a useful and benefit society only when they adhere to business ethics and legal requirements. If a company’s CSR initiatives are used as a cover-up to hide their unethical, immoral and illegal business practices, then such CSR programs are of no value as it is more injurious and dangerous to the society. As stated by the NGO, Oxfam: “pharmaceutical companies face major reputation risks if they do not do more to promote access to life-saving drugs in the developing world” (Cited in Dukes, 2006, p. 266). Porter and Kramer (2006) argue that many companies are misusing the CSR programs for public relation activities. CSR programs by tobacco companies and their philanthropic donations are meant to divert the attention of the public from the health hazards related to tobacco products (Givel, 2006). However, the promotion of hand-washing by Unilever reduces infections and improves nutrition, and it also helps to sell more soap. Experts estimate that 10 to 25 per cent of public procurement spending on health is lost to corruption (WHO, 2013)

Building trust and transparency are becoming an indispensable part of the CSR policy of the pharma industry (Velverde, 2012).

Indian pharma industry role in the health care of the world:

India, reputed as “Pharmacy of the World” is manufacturing and supplying efficacious generic drugs to more than 200 countries. Indian generic medicines are affordable, safe with high-quality. Generic drugs dominate the US prescription market, with a 90 per cent market share. Out of that, 40 per cent of generic medicines is supplied by the Indian pharma industry. In the year 2017, the Indian pharma industry has saved more than $80 billion for US patients by providing quality generic drugs. Indian health care is the fastest-growing sector and growing at a CAGR of 17 per cent to reach USD 250 billion by the year 2008–20. The Indian Pharma industry is contributing 3 per cent to global pharma business in terms of value and 10 per cent in terms of volume.

Importance of section 135 of Companies Act 2013:

In many countries, there are no systematic regulations to control CSR activities. Some of the European countries like Denmark, Germany, Finland, France, and Sweden have corporate disclosure requirements. The UK issues voluntary guidelines for social reporting (Moon & Vogel, 2008). It is noteworthy to mention that India is the only and the first country in the world, mandating the implementation of Corporate Social Responsibility programs for corporate houses. The new Companies Act of 2013 is a landmark law as it heralded a new era of CSR in India. Now companies in India must invest part of their profits in CSR programs for community development. Section 135 of Companies Act 2013 requires that both private and public sector companies should contribute 2 per cent of their net profit towards CSR programs in India. Schedule VII of The Companies Act, 2013 also clearly specifies the activities to be undertaken as CSR programs by a company. The Companies Act defines the conditions on which a company is bound to spend the said 2 per cent amount on CSR programs, as follows.

1. Having a net worth of INR 500 crore (Cr.) or more,
2. Having a turnover of INR 1000 Cr. or more,
3. Having a net profit of INR 5 Cr. or more in a given financial year.

The Companies Act has made what many companies had been doing voluntarily as a charity into CSR and as a legal obligation. If a company fails to comply with the CSR directives, it has to explain as to why it’s so.

The need for the involvement of pharma companies in the nation’s health care initiatives:

In India, around 70 per cent of the population lives in and around rural areas. More than 35 per cent of the rural population is below the poverty line. With 70 per cent Out-of-pocket (OoP) expenditure, India ranks the highest in the world on health care expenses, and due to this reason every year, 63 million people are pushed into poverty. Even after 70 years of independence, 60 per cent of the Indian population is not able to afford the expensive branded medicines. India is within the first four countries of the world in producing the high-quality generic drugs and exporting the same to the entire world, but 6 out of 10 Indians do not have access to these essential medicines. Every day more than 50,000 deaths of poor people can be prevented with the medications that are available but not affordable. Every year, more than 18 million poor people die due to preventable diseases as the required life-saving drugs are priced at prohibitive costs due to patent protection. India has the world’s highest number of patients with tuberculosis; the second-highest number of patients with diabetes, the third-largest number of patients with HIV, with 2.1 million cases. Around 2 million cases of malaria are reported, and millions of patients are affected by some or other form of psychiatric disorder. Maternal mortality rate, at 178 per 100,000 live births is also very high. In India, more than one million babies die every year, and more than two million children die before their 5th birthday. These six diseases are high in prevalence in the country that needs to be eliminated.

CSR practices adopted by various pharma companies:

Ninety-five per cent of the Indian population is not covered by any medical insurance and high medical and hospitalization expenditure continues to haunt the unfortunate patient. With meagre budget allotment on education and health by the government, the role of the private sector is vital in fulfilling the gap in these critical sectors. At the same time, it offers unlimited opportunities to the pharma industry in the form of various CSR activities to achieve the goal of universal health care for all the needy people. It is impossible to measure the direct return on investment on CSR programs in the pharma industry as it may not yield immediate and visible financial rewards, but it will reflect in the form of long-lasting and long term

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dividends. It was proved beyond doubt in an extensive study by Joshua Margolis and James Walsh involving 95 companies for a period of 30 years since 1972. It was established that the top 20 pharmaceutical companies performed well in terms of revenue generation all have the most credible CSR policies. Blaming the IPR and patents for restricting the access of medicines for sick and needy patients seems to be not correct as most of the drugs needed are off-patent. In the year 2003 at an international conference in Washington on IPR and economics of public health, it was concluded that up to 95 per cent of the essential drugs needed for indigent patients in the world is off patents and non-patented drugs. The real problem is that they are not available where they are needed the most. The majority of the infectious diseases that cause 45 per cent of deaths and 63 per cent of the child mortality can be treated with affordable medicines. Medicines effective in curing 95 per cent of TB in a six-month course of treatment costs $10 only. Oral Rehydration Therapy (ORH) requires 33¢. Antimalarial treatment costs 12¢. Vaccines to prevent Measles costs 26¢ per dose. The use of latex condoms can prevent HIV/AIDS.

Pharma companies established a glorious tradition by extending their intellectual powers, managerial skills and economic resources through their CSR programs to fulfill their moral responsibility and pious duty towards the society. In spite of society’s negative perception regarding the pharma sectors notorious dealings, it never failed to perform its duty towards society. Both Multinational and Indian pharma companies are involved in various CSR programs such as health care, education, infrastructure development, and environmental protection projects for the benefit of society. The history of CSR in Pharma industry is full of shining examples that have contributed to the well being of the society, and few of them are noteworthy to be mentioned and reviewed as they have pioneered the concept of CSR in the pharma industry as trendsetters.

1. Neglected Tropical Disease (NTD) Control Program:
In the year 2006, USAID has started Neglected Tropical Disease (NTD) Control Program to control the five main NTDs, i.e. Lymphatic Filariasis, Schistosomiasis, Trachoma, Onchocerciasis, and Soil-transmitted Helminthiasis. In a joint effort and commitment to the welfare of the society four major pharma companies, i.e. Merck, Pfizer, Glaxo Smith Kline, and Johnson & Johnson have donated necessary drugs such as Ivermectin, Azithromycin, Albendazole, and Mebendazole for the successes of the program.

2. CSR in Pfizer:
Pfizer has proclaimed in its website that Mobilize Against Malaria (MAM) as their signature philanthropic program. MAM was aimed to educate the communities in the African countries of Ghana, Kenya, and Senegal in preventive measures and effective treatment of malaria. In the year 2003 pharma giant Pfizer has initiated an international CSR program known as “The Global Health Fellows Program”. Pfizer also partnered with many local NGO’s in various developing countries in the Save the Children and Project Hope programs. Several Pfizer employees also contributed their might and worked as volunteers with a commitment along with the local NGO’s for the success of these programs. Pfizer has partnered with the WHO’s Alliance for the Global Elimination of Blinding Trachoma and working hard to eliminate the disease of Trachoma in the world by the year 2020. In this regard, Pfizer has supplied more than 225 million Zithromax treatment units, a free medicine donation program to alleviate the suffering of poor patients affected with Trachoma in 19 poor African and Asian countries.

3. CSR initiatives by Merck:
Onchocerciasis, or ‘River blindness’ is preventable blindness affecting more than 130 million people worldwide. ‘River blindness’ disease is spread through the bite of black flies that causes eye lesions and ultimately leads to blindness. Merck is implementing the free Mectizan Donation Program, intending to provide relief for millions of people suffering from river blindness disease. Merck’s Mectizan is the most successful and longest-running disease-specific free drug donation program in the world. In the year 2000, the African Comprehensive AIDS Project (ACHAP) was jointly funded by the Merck Foundation and the Gates Foundation with a contribution of $106.5 million. Merck also agreed to supply free of cost its antiretroviral (ARV) drugs Stocrin and Crizivan to Botswana's national free ARV treatment program. Later in the year 2008, Merck's Atripla and Isentress were also added into the free drug's list. In China, a CSR program known as the China-MSD HIV/AIDS Partnership was started by the Merck with $30 million funds. This program was aimed to provide infrastructure to monitor, educate, and reduce the spread of HIV/AIDS and also to protect and support orphans among the high risk and vulnerable population.

4. CSR by Bayer Health Care:
In the year 2002, in a WHO-sponsored program to eliminate the African sleeping sickness (Human African Trypanosomiasis), the Bayer Health Care has agreed to donate all the necessary drugs of the Germanin (Suramin). Bayer also agreed to supply 400,000 tablets of Lampit (Nifurtimox) to the WHO program.

5. CSR by Glaxo Smith Kline (GSK):
GSK has collaborated to work with AMREF Health Africa, CARE International and Save the Children programs. GSK donates funds and resources to develop local health care infrastructure in developing countries to train health care workers. GSK's expertise and the focus area are infectious diseases such as malaria, tuberculosis, and HIV. GSK offers anti-malarial drugs at discounted prices for poor patients in developing countries. The price of patented drugs is kept below 25 per cent compared to developed countries in the West, and 20 per cent of the profits once again reinvested into the local health care system. GSK is actively involved in a research program to develop new malaria treatments and vaccines known as Path Malaria Vaccine Initiative (PATH MVI), is also supported by grants from the Bill & Melinda Gates Foundation. This vaccine development program is in Phase III trials in Africa. In the year 2001, The African Malaria Partnership was started by GSK to promote and educate the communities against the spread of malaria, such as how to identify the signs of malarial fever, early treatment and the use of insecticide-treated mosquito nets as a preventive measure. GSK aims
to provide access to medicines and vaccines for more than 800 million poor people in more than 49 emerging countries that were identified by the United Nations. GSK is also working with Save the Children program to provide medicines to save the lives of 1 million malnourished children in emerging countries. In the year 2013, GSK and Save the Children have partnered to save one million children's lives by vaccination, preventing malnutrition and by training health care workers.

6. CSR by Astellas:
Astellas implements its international CSR programs through Access to Health. Astellas core areas are the reduction of child mortality, improving maternal health, combating HIV/Aids, and malaria. To prevent high infant mortality rates and premature deaths in Indonesia, Astellas has started many health care clinics and birth centres. In India, more than one million babies are dying each year, and two million more children will die before their 5th birthday. To prevent such premature deaths in India, Astellas and Save the Children are jointly operating Mobile Health Vans at North New Delhi to treat mothers and infants by providing free medical care. Under the Save the Children program in Tanzania, Astellas is providing funds and insecticide-treated mosquito nets for the prevention of malaria that will benefit thousands of mothers and their children. Astellas, in collaboration with Tokyo Tech and the University of Tokyo, is developing drugs for Dengue fever and other diseases.

7. CSR by Lupin:
Lupin implements various CSR activities through the Lupin Human Welfare & Research Foundation (LHWRF). In the state of Rajasthan, many Lupin Gram Vikas Panchayats were formed to implement village-level infrastructure development activities and services. LGVP representatives from different communities will work in these programs. The Villagers will execute and contribute part of the cost for selected development works, Lupin and the Government will pay the balance amount. The villagers will have a sense of pride and ownership due to their involvement and contribution. The State Government of Rajasthan is adopting the same model in more than 38,000 villages under the Apna Gaon Apna Kam program. The World Bank is also following the same model under the District Poverty Initiative Program (DPIP). In the year 1988, for the reduction of poverty in the Bharatpur district, the Lupin Foundation in collaboration with the Rajasthan State Government has implemented various economic and social development programs under the Holistic Rural Development Program. Lupin Human Welfare & Research Foundation (LHWRF) was established in the year 1988 for uplifting the low-income families in the remote villages to improve their Human Development Indices (HDI). LHWRF serves 2.8 million people living in 3100 villages in 4 states. The focus areas of LHWRF in rural areas are Socioeconomic Development and Natural Resource Management. As it is a rural development initiative to improve the living conditions of farmers by enhancing their income through improved farm productivity, modern agricultural equipment and technology were provided. In the area of Animal Husbandry, cattle management methods were introduced for better livestock productivity through superior breeds, vaccination camps, and fodder security.

During FY 2014, more than 4,478 rural youngsters were given training in skills that created 4,014 self employments. In the year 2013 LHWRF partnered with State Bank of Bikaner and Jaipur (SBBJ) in a program to reach rural households that resulted in the opening of more than 1,20,000 new bank accounts in 560 remote villages. In the area of Women Empowerment and Economic Independence, the Foundation has collaborated with Self-Help Groups (SHGs) and banks to provide the much-needed credit facilities. During FY 2014, more than 2.5 lakh poor patients in remote rural areas were provided with basic health services by conducting medical camps with the help of Mobile Medical Diagnostic Unit (MMDU). To improve the quality of education among students and the teachers, e-learning system was introduced by LHWRF. To conserve Natural Resources, LHWRF has constructed many check dams, bunds, anicuts, and ponds. To improve the quality of life in rural areas and in schools, LHWRF has developed infrastructure and sanitation facilities. In the year 2013 when Uttarakhand was devastated by floods and landslides, as Post Disaster Response LHWRF has adopted Uttarkashi, Chamoli and Rudraprayag districts to reconstruct.

8. CSR by Dr Reddy’s Laboratories:
Dr Reddy's Laboratories have started Dr Reddy's Foundation (DRF) in the year 1996. DRF is striving to improve the quality of education and providing learning opportunities for the school dropouts and young children. Through its sustained development and educational programs, DRF is developing employability skills of the economically disadvantaged youth. This program is aimed to improve their livelihood through better income generation. DRF has improved the lives of more than 5 million underprivileged young people and children in India. Dr Reddy’s implement and support their CSR programs through Non-Profit Organizations such as Dr Reddy's Foundation (DRF), Naandi Foundation and the Centre for Social Initiative and Management (CSIM). The focus areas of CSR are education and patient care and livelihoods. In health care, the focus is on cancer care. It is aimed to provide awareness and free check-up camps, treatment, emotional support, and quality medications. Livelihood Advancement Business School (LABS) program is aimed to enhance the employability skills of urban and rural youth to gain a competitive edge in the job market with job-specific skills and soft skills. 75 LABS centers organized by DRF in 19 states have trained 2,92,834 young people in livelihood skills. LABS-PWD (People with Disabilities) has created 1,610 livelihoods. In the year 2014 through the Rural Livelihoods Program, 7,639 farmers have been benefited. SRI (Skilling Rural India) program is aimed to train rural youth in technical and life skills to gain employment. DRF gives top priority for education and involved in various educational institutions. They include: Education Resource Centre (ERC), Pudami Neighborhood Schools and English Primaries, Kallam Anji Reddy Vidyalaya (KARV), Special School for Homeless Children, Kallam Anji Reddy Vocational Junior College (KAR-VJR), Yuva Youth Learning Centers, Non-residential Bridge Centers (NRBCs), and Residential Bridge Centers (RBCs). Dr Reddy’s Foundation for Health Education (DFRHE): DFRHE works with the medical fraternity to deliver a multidisciplinary model in
health care. Abhilasha trains nurses in their skills and self-confidence, Sarathi improves the skills of doctors' assistants, Sanjeevani trains pharmacists in their skills, and Aakriti empowers dentists. Disaster Preparedness Workshop trains the hospital staff for efficient crisis management.

9. Abbott India's CSR Initiatives:
Abbott Fund is the CSR funding agency for Abbott India's Community Initiatives. Abbott Fund has spent more than $13 million for CSR activities in India. Abbott India's major CSR activities include the promotion of preventive health care and corrective facial surgery for children, free supply of critical medicines, training the health care professionals, and supporting the families affected by HIV/AIDS. For the implementation of its CSR programs, Abbott is in active partnerships with Lifeline Express, Operation Smile, CARE International and Corstone. Lifeline Express (Jeevan Rekha Express) is a train equipped with mobile diagnosis and treatment facilities that use India's extensive rail network to reach and provide medical services for poor people in remote rural areas of India. So for more than 4, 00,000 poor patients have been benefited through this program and Abbott is extending its support for the Lifeline Express since 2009. Since 2002 through the Operation Smile program, Abbott has donated more than 7,000 doses of anaesthetic drugs for Operation Smile surgeries to repair childhood facial deformities such as cleft lip and palate. Abbott Fund trains health care professionals in advanced paediatric life support and advanced cardiac life support. In collaboration with Fortis Healthcare Hospitals Abbott organizes free medical camps in rural areas. Abbott supports the CorStone's Children's Resiliency Program (CRP) that provides skills and knowledge which will enhance school children's emotional resilience, self-esteem that ultimately leads to better academic performance. It is aimed mainly for in low-income groups and for girls. Abbott has partnered with the CARE International in developing an innovative and cost-efficient social enterprise model in healthcare to complement the traditional health care systems. Abbott employees are involved in no-plastic campaigns and celebrate World Environment Day to promote environmental awareness by planting roadside trees and in community gardens. They celebrate Safety Week to train the local community in fire fighting and emergency procedures.

10. CSR by Sanofi Espeoir:
The Sanofi Espeoir Corporate Foundation was founded in the year 2010 by Sanofi to provide healthcare facilities to prevent maternal and child mortality and to treat childhood cancer. In the year 2012 Sanofi Foundation has donated 64,50,000 doses of vaccines along with 2,12,000 boxes of other medicines.

11. CSR by Ajanta Pharma:
Ajanta Pharma organizes Eye Camps to conduct free eye checkups and cataract operations for the benefit of rural poor people. In the year 2012 Ajanta Pharma has sponsored 11,000 cataract surgeries. Ajanta Pharma is also involved in the noble cause of Blood Donation. Ajanta Pharma has constructed many community halls close to the government hospitals to provide free accommodation with subsidized food for the poor patients and their attendants. Ajanta Pharma is providing safe and hygienic drinking water by digging bore wells. To conserve water resources people are being trained in rainwater harvesting. During natural calamities, Ajanta Pharma is extending its helping hand in the form of cash and kind.

12. CSR by Alembic:
Since 1980 Alembic Group is implementing CSR activities through its Rural Development Society (RDS). Alembic Group's schools are providing education and vocational training to more than 5000 students in 50 villages around the Pawagadh foothills area and running residential hostels for the poor students. RDS is involved in health care and de-addiction programs.

13. Biocon CSR Programs:
Biocon's CSR Programs are being implemented through the Biocon Foundation and Biocon Academy. Biocon Foundation is involved in education, health care, and infrastructure development projects. Biocon Academy provides industrial training and advanced learning in high-end technology. Biocon's Health Care programs are implemented at three levels, i.e. preventive, primary and tertiary healthcare. In the preventive health care communities are educated on the onset of diseases, detection, and treatment at the early stage itself. Primary Healthcare activities are implemented through the Arogya Raksha Yojana primary health care clinics and medical camps. The main aim is to save time and money of the poor people. Tertiary Care is taken care under the Universal Health Care in the Government Primary Health Care Centers through a novel e-Health program. Biocon Foundation empowers the young minds through experiential learning in basic mathematics, computer and language skills. Biocon Academy provides Advanced Training in the Biopharma Sector. In the year 2014 Biocon Academy trained 100 graduates by providing a 75 per cent scholarship for deserving students. Biocon Foundation has adopted a township in North Karnataka and restructured 400 houses with facilities such as safe drinking water, health center, community hall, and a school. By constructing more than 1000 household toilets, it is providing clean sanitation facilities in rural areas. Biocon is providing hygiene and clean drinking water and installing rainwater harvesting systems. Biocon has installed solar lights in remote villages.

14. Zydus Cadila CSR programs:
Zydus Srishti is the Zydus Cadila group's CSR umbrella program covering various aspects of life, such as Swaasthya for Health, Shiksha for Education, Shodh for Research, and Saath for social outreach. The Swaasthya – Health program promotes health awareness, preventive health care, personal hygiene, and de-addiction. Shiksha – Education program, through Ramanbhai Foundation, adopts primary schools in rural areas, provides infrastructure, offers awards for meritorious through Ramanbhai Foundation, and conducts Adult Education Programs for farmers. Shodh – Research, the Ramanbhai Foundation promotes research in healthcare, medical and pharmaceuticals by bringing together the scientific community from academics and industry across the world.
Saath – Social outreach, during the times of crises and natural calamities Ramanbhai Foundation Contributes relief in cash and kind.

15. Aurobindo Pharma CSR Initiatives:
Aurobindo Pharma has received the Best Community Service Award from the Government of Andhra Pradesh. Aurobindo conducts medical camps for the benefit of the employees, their families and in the surrounding areas. Aurobindo provides Vocational Training relevant to poor women and children, awards scholarships to employees’ children and other students from nearby villages.

16. Cipla’s CSR initiatives:
‘Caring for Life,’ the Cipla’s business philosophy has been integrated into Cipla’s CSR initiatives. Cipla Foundation established in the year 2010 implements and provided financial support to Cipla’s CSR initiatives in healthcare and education. Cipla is actively involved in the development of underprivileged communities located in the neighbouring villages of its manufacturing sites in the states of Maharashtra, Sikkim, Himachal Pradesh, Madhya Pradesh, Goa, and Karnataka. More than 3 lakh disadvantaged people have been benefited through various CSR programs by Cipla. Cipla’s CSR initiatives are focused on five thematic areas: human resource development, education, health and hygiene, social infrastructure development, management of natural resource and environment, and disaster and emergency management. Cipla’s employees have rebuilt a school and distribute solar lanterns in the village of Papra in Uttarakhand. Cipla Foundation, through its trusts and other NGOs has contributed more than 9.98 crores on various CSR activities. Established in the year 1997, The Cipla Palliative Care and Training Centre in Pune have provided free services and holistic care for more than 8,500 terminally ill cancer patients and their families. In the Education field, Cipla is involved in developing infrastructure for schools, training in vocational skills, promoting e-learning, awarding scholarships, awareness classes for adolescents, and in encouraging reading culture. Cipla sponsors old age homes, extend support for orphans and differently-abled people. Cipla promotes environmental issues, sustainability, and development of renewable energy resources for the conservation of natural resources. To enhance the livelihood of the rural poor, Cipla has developed the Sustainable Rural Development Program. Cipla supports and sponsors many NGOs and trusts in promoting various development and charitable activities. Cipla has made world-class cancer drugs accessible and affordable to many poor patients in India and other countries. By “a dollar a day” revolution of providing an alternative to expensive HIV-AIDS drugs, the Cipla is saving millions of lives of HIV-AIDS patients all over the world.

17. Claris Life Sciences Ltd CSR Initiatives:
It lies Claris promotes various activities related to sports, education, and culture. Claris has partnered with The Times of India (TOI) and the Ahmadabad District Football Association to organize ‘TOI Claris Twenty 20 School Soccer Tournament’. Forty-eight teams of boys and girls from various schools of Gujarat have participated in this tournament. Girls’ teams are included in this tournament in the spirit of “Save the Girl Child” campaign. On the occasion of Independence Day celebrations, Claris has gifted sweets, exam kits and lunch-box sets to the students of Chanchrawadi village, and the students are motivated to be responsible citizens for the nation’s growth. Claris’s members have participated in the Motif Charity Walk in Ahmadabad, co-sponsored by Claris. Claris has extended its support to the Ahmadabad Jilla Traffic Education Trust (AJTET) to educate and create awareness among the public about the traffic rules, road discipline and traffic culture of order. Claris supports Poiesis Achievement Foundation, which inspires and motivates young children to become powerful and accomplished achievers in life. Claris supports the Indian Renal Foundation (IRF). The IRF is a dedicated health organization for the cause of kidney failure patients. IRF’s mission is the prevention, treatment, and research in the field of kidney diseases.

18. CSR initiatives of Novartis:
Healthcare, Safety and Environment Protection (HSE) are embedded in the CSR policy of Novartis. Novartis organizes Biotechnology Leadership Camp (BioCamp) to motivate young students to enter into the healthcare industry. Novartis sponsors three outstanding and meritorious students to represent India at the Novartis International Biotechnology Leadership Camp in Basel, Switzerland. Through the Glivec International Patient Assistance Program (GIPAP), Novartis supplies the drug Glivec to more than 16,500 patients suffering from CML or GIST at free of cost. Since the year 2002, Novartis has donated more than $ 1.7 billion worth of Glivec to poor patients. In the year 1989, the Novartis Foundation for Sustainable Development has started the Novartis Comprehensive Leprosy Care Association to provide physical and social care, treatment and disability management to people affected by Leprosy. Novartis is committed to donating the required quantity of drugs to WHO to eliminate leprosy from the world map. India is one of the major beneficiaries of this program, as 70 per cent of leprosy patients in the world are living in India. Sandoz the generic wing of Novartis sponsors Child Support Centers, Vocational Training Center and a Women’s Empowerment Center at Turbhe and Kalwe in partnership with Arambh an NGO to enhance the employability of people living in the surrounding slums. For the last eight years, Novartis is offering a scholarship of Rs 12 lakhs to three of the meritorious women students of The Nehru School of Business. Novartis is participating in the Standard Chartered marathon organized by Akanksha for the benefit of the education and health of poor children. Every year on 23rd April, Novartis celebrates the Novartis Community Partnership Day and involves the local communities on social and environmental issues. Novartis has undertaken the maintenance of the gardens at the Nehru Center by spending INR 45 lakhs, with a commitment to maintaining the gardens until 2031.

19. CSR by Shasun:
Shasun foundation’s CSR programs are focused on Health, Education and Environmental issues. Shasun promotes science and technology and encourages high aspiration and achievement amongst young students in schools and colleges. Shasun was a founder member of the North
Tyneside Learning Trust, the UK that brings industry and education together. In the year 1997, Shasun has established a free dispensary in Pondicherry to distribute medicines and organized health camps for the benefit of poor people. In the year 2006, a mega biodiversity project was started at Dudley, the UK to convert industrial land into an environmentally friendly land for regeneration and preservation. Shasun and its employees work together to raise funds for charities and other noble causes.

20. CSR by Sun Pharmaceuticals:
Sun Pharma contributes three products - Lipodox, Rivastigmine 1.5/3 mg and Prasugrel (Platelet Inhibitor) at a discount price to the poor and needy patients. Lipodox is effective in treating ovarian cancer, Rivastigmine 1.5/3 mg is prescribed for Alzheimer's patients, and Prasugrel is prescribed as long term therapy for acute coronary syndromes. Sun Pharma is providing Riluzole at free of cost to all the patients with Amyotrophic Lateral Sclerosis, a life-threatening disease. Sun Pharma regularly donates medicines to a monastery in Sikkim. Sun Pharma has constructed the boundary wall and gates for a school in Sikkim. Sun Pharma sponsors various CSR activities organized by The Press Club of Sikkim. Blood donation camps are held at Jammu and Samba facilities with the participation of 90 Sun pharma employees. Sun Pharma has donated a Sonagraph machine to the Jayaben Modi Hospital, Ankleshwar. Sun pharma organizes Road Safety Week to promote awareness of road safety, sponsored fitness equipment for the Health Club and gymnasium at Superintendent of Police’s office and sponsored child education, sports, and public welfare and CSR programs organized by the TNA Alumni Association. Sun pharma has constructed a water tank at the Karkhadci village of Vadodara to provide drinking water to more than 1,100 families.

21. Torrent Pharmaceuticals CSR programs:
Torrent’s Three Thrust Areas of CSR are 1. Community healthcare, sanitation and hygiene, 2. Education and knowledge enhancement and 3. Social care and concern. Torrent has started a state of the art 450-bed facility, the UN Mehta Cardiology Institute and Research Centre (UNMICRC) at Civil Hospital, Ahmadabad in partnership with the State Government. Torrent Group has contributed INR 5.65 Cr to acquire land to construct a new building with 24 classrooms and other facilities for a High School to accommodate more than 2,400 students at Chhapi. Torrent has contributed INR 0.90 Cr for the Shiksha Setu program to improve the quality in primary education at 21 schools at Ahmadabad, Sugen, Memadpur, Chhapi and Indrad areas, benefiting more than 4,560 students.

22. CSR programs of the UNICHEM Laboratories:
Unichem is committed to improve the health and education of the tribal communities in tribal areas. To serve the Tribal communities "Adwasi Umnati Mandal (AUM)" was established by Late Mr Amrut Mody the recipient of Padma Bushan and Late Mr Shantibhai Sheth. AUM operates three fully-equipped primary health centers to fulfill the basic health care and medical needs of the Adwasi population of Shahapur area in Thane District. The focus is on treating TB, Leprosy, Epilepsy, and Diabetes. AUM organizes free cataract surgery camps in collaboration with the Vision Foundation of India. In the field education, Unichem has made a substantial contribution by establishing and supporting many prestigious educational institutions. Ahmadabad Education Society, Amrut Mody School of Management (AMSOM), Ahmedabad University, (recognized by UGC as private University), Postgraduate Institute of Management [PGIM]; H.L. Institute of Commerce [HLIC]; and B.K. Majumdar Institute of Business Administration [BKMIBA] and Bombay college of Pharmacy are worth to mention, as Unichem is associated with these institutions. The following table gives details of budget allocations and the actual amount spent on the CSR programs by selected pharma companies between the financial years 2016 to 2018.

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**Conclusion:**
The Pharma industry is bestowed with financial resources and managerial skills that can be invested in the CSR programs for the benefit of the needy. Since Companies Act 2013 requires that companies should contribute 2 per cent of their net profit towards CSR programs in India, now CSR...
is also a legal requirement. Investment on CSR programs may not yield immediate and visible financial rewards, but it will reflect in the form of long-lasting and long term dividends. Though the pharma industry is contributing to some extent, there is a need to do more by enhancing the CSR budgets considering the magnitude of the problem and the sufferings faced by millions of poor people. Pharma industry should provide ‘decent minimum’ of medicine to stand firm on the ethical pillars of justice and beneficence since medicine is a life-saving commodity. It can be said that if health care social responsibility is not met, then no other social responsibility can be achieved.

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