



## To Study the Impact of Various CSR Activities Done by Chemical Companies in Society Development in Ahmedabad City

Hitanshu Shah<sup>1\*</sup>, Hetvi Savaliya<sup>2</sup>, Jignesh Vidani<sup>3</sup>

L.J. Institute of Management Studies

Corresponding Author: Hitanshu Shah [24003400310143@mail.ljku.edu.in](mailto:24003400310143@mail.ljku.edu.in)

---

### ARTICLE INFO

**Keywords:** Corporate Social, Responsibility (CSR), Globalized Economy, Sustainable Business Practices, Chemical Industry

Received : 2 July

Revised : 18 August

Accepted: 21 September

©2024 Shah, Savaliya, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

In a progressively globalized economy, Corporate Social Duty (CSR) has advanced from a fringe action to a center component of corporate technique, adjusting productivity with societal and natural obligations. At first, seen as charitable endeavors, CSR presently includes economic trade hones that adjust with a company's operations. In businesses like chemicals, where natural and social impacts are noteworthy, CSR has gotten to be basic for moderating hurt and contributing emphatically to communities. The chemical industry, significant for items like fertilizers and plastics, faces natural challenges such as contamination, squander administration, and asset exhaustion. Successful CSR in this division centers on contamination control, squander administration, and asset preservation through progressed innovations, reusing, and feasible hones. Furthermore, CSR addresses social duties, counting laborer well-being and security, community advancement, and moral labor measures. This amplifies supporting instruction, framework, and proficient advancement, guaranteeing reasonable compensation, and advancing secure working situations. Past profiting companies by improving corporate notoriety and partners believe that CSR contributes to societal improvement. It cultivates financial development through ventures in instruction and healthcare while advancing social value by tending to imbalances and pushing for differences and consideration. Ahmedabad, a major mechanical center in India, represents the complex crossing point of mechanical development and CSR. Quick industrialization, especially within the chemical division, has driven natural issues such as discuss and water contamination, soil defilement, and asset exhaustion. These environmental challenges, combined with social strains on foundation and open administrations, highlight the basic requirement for compelling CSR hones to guarantee feasible improvement while relieving the negative impacts of industrialization on neighborhood communities

## **INTRODUCTION**

### **Presentation to CSR within the Globalized Economy**

Businesses are not seen only as profit-making stuff in a progressively interconnected worldwide economy(Vidani, 2015). The advancing part of organizations currently envelops a broader duty toward society and the environment—a concept known as Corporate Social Obligation (CSR) (Vidani & Solanki, 2015). CSR has moved past unimportant administrative keeping to end up a necessary portion of corporate methodology, aimed at adjusting financial victory and societal welfare(Vidani, 2015). This move reflects a developing acknowledgment that businesses must contribute forcefully to the communities and situations in which they work(Vidani, 2015).

### **Advancement of CSR**

The CSR concept has advanced over many years(Vidani, 2015). At first, it was seen as a generous action, where companies would lock in charitable work immaterial to their center commerce operations(Solanki & Vidani, 2016). In any case, the advanced clarification of CSR is much broader, including an extent of exercises that straightforwardly adjust with a company's commerce show(Vidani, 2016). This incorporates economic natural hones, moral labor benchmarks, and community advancement activities, all outlined to ordinary the negative exteriority of commerce operations and improve the well-being of stakeholders(Bhatt, Patel, & Vidani, 2017).

### **The Part of CSR within the Chemical Industry**

Among different businesses, the chemical division stands out due to its critical natural and social effects(Niyati & Vidani, 2016). The chemical industry is basic for the generation of a wide run of items, from fertilizers and pharmaceuticals to plastics and cleaning operators(Pradhan, Tshogay, & Vidani, 2016). In any case, the generation forms included are regularly related to respectable natural dangers, counting pollutants, squandering eras, and the lack of energy for common assets(Modi, Harkani, Radadiya, & Vidani, 2016). These challenges require the selection of strong CSR hones to guarantee that chemical companies work in a way that's not as it were beneficial but moreover economical. (Vidani, 2016)

### **The Importance of CSR within the Chemical Industry**

Natural administration is perhaps the foremost basic angle of CSR within the chemical industry(Sukhanandi, Tank, & Vidani, 2018). Chemical companies are regularly included in forms that emanate poisons, produce dangerous waste, and expend expansive amounts of common assets(Singh, Vidani, & Nagoria, 2016).

Without successful CSR procedures, these exercises can lead to extreme natural corruption, influencing discuss and water quality, soil wellbeing, and biodiversity(Mala, Vidani, & Solanki, 2016).

### **Management of Wastes**

Another critical area where CSR may have a big influence is trash management(Dhere, Vidani, & Solanki, 2016). Hazardous waste is habitually produced during the production of chemicals, and improper handling of this trash can pollute both soil and water(Singh & Vidani, 2016). Businesses that practice environmentally conscious waste management, such as recycling waste, safe disposal, and trash minimization, show that they care about the

environment(Vidani & Plaha, 2016). The creation of closed-loop systems, in which trash is recycled into valuable resources to lessen its total environmental impact, is another potential component of CSR initiatives (Solanki & Vidani, 2016).

### **Community Involvement and Social Responsibility**

The chemical industry has an efficient impact on the social fabric of the areas in which it operates, in addition to environmental problems(Vidani, 2016). In this sense, corporate social responsibility (CSR) refers to a commitment to enhancing inhabitants' quality of life via diverse community development programs(Vidani, Chack, & Rathod, 2017).

### **Programs for Health and Safety**

Because of the dangerous nature of its operations, the chemical industry presents inherent dangers to both workers and adjacent populations(Vidani, 2018). Health and safety are given priority in CSR programs, which guarantee that businesses follow tight safety regulations and give workers the training they need(Biharani & Vidani, 2018). In addition to protecting employees from workplace dangers, this lowers the possibility of industrial accidents that can endanger neighboring populations(Vidani, 2018).

### **Infrastructure Development and Education**

Community development is an important component of corporate social responsibility (CSR) in the chemical industry, especially about infrastructure and education(Odedra, Rabadiya, & Vidani, 2018). Businesses looking to raise the standard of education in the areas in which they operate may choose to collaborate with academic institutions, provide scholarships, or make investments in neighborhood schools and colleges. Another major CSR activity is infrastructure development, which includes constructing roads, hospitals, and water delivery systems (Sachaniya, Vora, & Vidani, 2019).

### **Welfare of Employees and Ethical Work Practices**

The main aim of corporate social responsibility (CSR) is employee welfare, especially in sectors like chemicals where workers may be exposed to dangerous cases(Vidani, 2019). Fair compensation, safe working conditions, and ethical labor practices are crucial parts of corporate social responsibility (CSR) that support employee barriers and happiness(Vidani, Jacob, & Patel, 2019).

### **Equitable Pay and Career Advancement**

Fair pay and career development opportunities are two important components of corporate social responsibility in the chemical sector for the employee(Vidani J. N., 2016). Employers who put money into their staff by providing competitive pay, benefits, and training opportunities not only improve the lives of their staff members but also increase their productivity in the industry and their ability for creativity(Vidani & Singh, 2017). To create a workforce that is more skilled and motivated, CSR initiatives may include technical training, educational support, and leadership development programs(Vidani & Pathak, 2016).

### **Standards for Health and Safety**

High standards for health and safety are essential since many chemical processes are harmful(Pathak & Vidani, 2016). CSR programs often concentrate on establishing safer work environments by enforcing strict safety procedures, holding frequent training sessions, and keeping an eye on working conditions(Vidani & Plaha, 2017). To guarantee the general well-being of their workforce, businesses may also introduce health initiatives and health insurance benefits that go beyond workplace safety(Vidani J. N., 2020).

### **CSR and Social Development: An Expanded View**

The effects of CSR go much beyond specific businesses and sectors. Successfully implemented, corporate social responsibility (CSR) can importantly impact societal development by encouraging social fairness, economic stability, and environmental sustainability(Vidani J. N., 2018).

### **Improving Stakeholder Relations and Corporate Value**

Improving a company's fame is among the most direct advantages of corporate social responsibility(Vidani & Dholakia, 2020). Businesses that are seen as socially aware are more likely to have the respect and loyalty of their parts, which include clients, staff, investors, and the communities in which they do business(Vidani, Meghrajani, & Siddarth, 2023).

### **Developing Faith and Allegiance**

An organization's brand image can be greatly improved by engaging in CSR initiatives that show the company is dedicated to moral business conduct and social responsibility(Rathod, Meghrajani, & Vidani, 2022). For instance, consumers are more likely to see businesses favorably when they actively participate in lowering their environmental impact or helping their local communities. This can result in more sales and greater customer loyalty(Vidani & Das, 2021). Comparably, workers are more likely to be glad to be employed by a firm that places a high priority on social responsibility, which improves job satisfaction and reduces turnover(Vidani J. N., 2022).

### **Developing Community Partnerships**

Any company that wants to succeed in the long run requires to have strong ties with the community, but this is markedly true for industries like chemicals that have a big change on the environment. CSR programs that have a rapport on community development and involvement can contribute to the establishment of trust and goodwill between businesses and the communities they serve. This can be crucial for reducing the possibility of community opposition to industrial operations, which can result in difficulties with regulations and interruption to business works(Vasveliya & Vidani, 2019).

### **Benefits to the Economy and Society**

CSR offers vast societal and economic benefits in addition to improving a company's reputation. Companies can assist create a more stable and prosperous society by attending to the requirements of local communities and making contributions to the well-being of society. This encourages economic growth and development.

## **Supporting the Development of the Economy**

Local economies can be importantly effective through CSR initiatives that concentrate on infrastructure development, healthcare, and education. Companies can contribute to the creation of a highly competent workforce, for instance, by investing in education. This can draw in additional enterprises and improve the local economy. In a similar layer, healthcare interference can raise population health and lower absenteeism while lifting productivity.

## **Encouraging Fairness in Society**

In addition, CSR is necessary for advancing social justice. Companies may contribute to the development of a more just and fair society by guaranteeing fair labor standards, encouraging variation and involvement, and handling economic inequality. In addition to helping needy people, this promotes social cohesion and stability, both of which are necessary for sustainable growth.

## **Ahmedabad: Industrial Development and CSR Issues**

One of the significant industrial centers of India, Ahmedabad, offers typical help for researching the impacts of corporate social responsibility in the chemical sector.

Brilliant CSR practices are more important than ever in light of the city's developing industrialization, which has brought about both economic success and significant environmental and social challenges.

The Effects of Industrialization on the Environment in Ahmedabad Ahmedabad is facing many environmental problems as an outcome of its unstable industrial growth, mainly in the chemical industry. The city is covered with major issues of soil infertility, water and air pollution, and resource shortage, all of which have negative impacts on ecological sustainability and public health(Saxena & Vidani, 2023).

## **Pollution of the Air and Water**

Ahmedabad's poor air quality is mostly caused by industrial gas, which is the main source of air pollution in the city. The surrounding population is at important risk for having disorders, other diseases, and other health issues due to the discharge of volatile organic compounds, particulate matter, and other pollutants from chemical companies. Another major problem is water pollution, which is caused by industrial companies that affect nearby water sources and put them in danger of public health(Mahajan & Vidani, 2023).

## **Environmental Degradation**

In Ahmedabad, soil pollution brought on by inappropriate dangerous waste disposal is becoming a bigger problem. Toxins from contaminated soil can grow in the food chain and affect both human and animal health. The chemical industry's extreme demand for water and other natural resources has also resulted in resource depletion, which exacerbates the environmental problems facing the city(Sharma & Vidani, 2023).

## **Social Issues and Their Effect on the Community**

In Ahmedabad, the social impacts of industry are equally noteworthy. The city's infrastructure and public services have been overburdened by the inflow of industrial activity, creating issues in sectors including housing, healthcare, education, etc. These societal issues draw attention to the necessity

of efficient CSR procedures that take into account the community's larger needs(Sharma & Vidani, 2023).

### **The burden on Public Services and Infrastructure**

Because of the rapid industrial growth, Ahmedabad's infrastructure which includes public help centers, waste management, and transportation has been severely down. Public services are being exhausted by the increasing demand for housing, healthcare, and education, which has resulted in overcrowded public transportation, hospitals, and schools. These difficulties and hard lives highlight the notable CSR projects that focus on finding solutions(Patel, Chaudhary, & Vidani, 2023).

### **Research Objectives**

The goal of this article is to plan the evolving concept of Corporate Social Responsibility (CSR) in the part of the modern global economy, with a focus on the chemical industry. The goal is to show how corporate social responsibility (CSR) has gone from a purely charitable trust to a business strategy that addresses environmental problems like waste, energy, and pollution while saving the public, employees, and communities through the use of moral business conduct, CSR, and responsible investment. This is fully aligning various current perspectives and practices. The text also focuses on supporting the claim that corporate social responsibility (CSR) can benefit a company's goodwill in addition to its stakeholders and the community at large. This claim is supported by the industrial growth of Ahmedabad, which includes the relevant focus on the CSR rising clearly defined problems associated with the bad events of rapid economic development.

## **LITERATURE REVIEW**

The review of the text highlights the growing importance of Corporate Social Responsibility (CSR) in today's globalized economy and highlights its transition from an outmost, liberal effort to a central element of corporate strategy. The text underscores the main role CSR plays in industries with major environmental and social impacts, particularly in the chemical industry, where practices such as pollution control waste management, and resource conservation are essential for sustainable operations(Saxena & Vidani, 2023). CSR's focus has expanded to include not only environmental sustainability but also social responsibility, particularly in improving worker health and safety, supporting community development, and ensuring fair labor practices(Vidani, Das, Megh Rajani, & Singh, 2023). The review motivates how the text draws a connection between CSR and broader societal benefits, such as corporate reputation encouragement, stakeholder trust, and social equity(Vidani, Das, Meghrajani, & Chaudasi, 2023). A notable example explored is Ahmedabad, where fast industrialization, especially in the chemical sector, has caused important environmental and social challenges (Bansal, Pophalkar, & Vidani, 2023). The review tells a detailed analysis of how effective CSR practices can weaken the high impacts of industrial growth in such regions, highlighting the need for responsible corporate behavior to ensure sustainable development. Overall, the text provides a brief overview of the evolving role and importance of CSR in modern business practices(Chaudhary, Patel, & Vidani, 2023).

## Research Gap

In the context of corporate social responsibility (CSR) activities by chemical companies in Ahmedabad, there is a significant research gap regarding the direct long-term impact these initiatives have on community development. While various studies have explored CSR efforts in broader chemical industries, limited attention has been given to understanding how chemical companies' CSR specifically addresses local socio-economic challenges, such as health, education, and environmental sustainability. And add on to this, there is a lack of detailed data evaluating the effectiveness of these activities in promoting sustainable development at the basic level, particularly in urban cities like Ahmedabad. This gap highlights the need for focused research on the tangible benefits and potential areas for improvement in CSR practices by chemical companies in this proper region.

## Hypothesis

H1: Are you aware of the concept of CSR

H2: There is a significant association between chemical companies' CSR activities and observed environmental improvements in Ahmedabad.

H3: There is a significant association between chemical companies' CSR programs and improvements in the health and safety of their workers.

H4: There is a significant association between CSR activities by chemical companies and positive impacts on the local community in Ahmedabad.

H5: There is a significant association between CSR activities and adherence to ethical labor practices by chemical companies in Ahmedabad.

H6: There is a significant association between the perceived challenges and the successful implementation of CSR practices by chemical companies in Ahmedabad.

H7: There is a significant association between the current CSR initiatives and perceived areas of improvement for chemical companies.

H8: There is a significant association between chemical companies' CSR marketing efforts and public awareness of their CSR initiatives.

H9: There is a significant association between CSR programs in the chemical industry and their effectiveness in reducing long-term environmental damage.

H10: There is a significant association between environmental improvements and CSR efforts by chemical companies in Ahmedabad.

H11: There is a significant association between the types of CSR programs desired by the local community and current CSR efforts by chemical companies.

H12: There is a significant association between government incentives and the level of CSR engagement by chemical companies.

Table 1. Validation of the Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
H1: Are you aware of the concept of CSR	(Vidani & Dholakia, 2020)
H2: Have you noticed any improvements in the environment in Ahmedabad due to the CSR activities of local chemical companies?	(Chaudhary, Patel, & Vidani, 2023)
H3: How are chemical companies' CSR programs improving the health and safety of their workers?	(Sharma & Vidani, 2023)
H4: Have you observed any positive impacts of CSR activities by chemical companies on the local community in Ahmedabad?	(Mahajan & Vidani, 2023)
H5: Do you believe chemical companies in Ahmedabad are adhering to ethical labor practices such as fair wages and safe working conditions?	(Saxena & Vidani, 2023)
H6: In your opinion, what are the biggest challenges for chemical companies in Ahmedabad in implementing CSR practices?	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
H7: How can chemical companies in Ahmedabad improve their CSR initiatives?	(Saxena & Vidani, 2023)
H8: How often do you hear about chemical companies' CSR efforts through their marketing and communication channels	(Vidani, Meghrajani, & Siddarth, 2023)
H9: In your opinion, how are CSR programs in the chemical industry at reducing long-term environmental damage?	(Vidani J. N., 2022)
H10: Which of the following environmental improvements have you noticed due to CSR efforts in Ahmedabad?	(Rathod, Meghrajani, & Vidani, 2022)
H11: What type of CSR programs would you like to see chemical companies implement in your local area?	(Vidani, Das, Meghrajani, & Singh, 2023)
H12: Should the government offer incentives (e.g., tax benefits) to chemical companies that engage in impactful CSR activities?	(Vidani & Dholakia, 2020)

Source: Author's Compilation

## METHODOLOGY

Table 2. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close-ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	164
<b>Survey Area</b>	Ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Homemakers, Professionals like CA, Doctors, etc.

Source: Author's Compilation

### Demographic Summary

This study on the impact of Corporate Social Responsibility (CSR) activities by chemical companies in Ahmedabad involved 164 respondents, primarily aged 18-25 (56.1%), indicating a youthful demographic with a keen interest in social issues.

Occupationally, the largest group was students (46.3%), followed by industry professionals from other sectors (18.9%), with fewer participants from the chemical sector (7.3%), government (4.3%), and NGOs (1.8%). The diversity in age and occupation allows for a multifaceted understanding of CSR perceptions, predominantly shaped by the perspectives of younger individuals and the academic community, which may significantly influence attitudes toward corporate responsibility in the chemical industry.

Table 3. Results f Hypothesis Testing  
Add Rows as per the Number of Hypotheses You have Created

Sr. No	Alternate Hypothesis	Result p =	>/ < 0.0 5	Accept/ Reject the Null hypothes is	R- value	Relations hip
1	H1: Are you aware of the concept of CSR	0.002	<	H01 Rejected (Null hypothesi s rejected)	0.00	weak
2	There is a significant association between chemical companies' CSR activities and observed environmental improvements in Ahmedabad.	0.001	>	H02 Accepted (Null Hypothes is Accepted )	.164	weak
3	There is a significant association between chemical companies' CSR programs and improvements in the health and safety of their workers.	0.001		H03 Rejected (Null hypothesi s rejected)	.524	strong
4	There is a significant association between CSR activities by chemical companies and positive impacts on the local community in Ahmedabad.	0.001		H04 Rejected (Null hypothesi s rejected)	.143	weak
5	There is a significant association between CSR activities and adherence to ethical labor practices by chemical companies in Ahmedabad.	0.001		H05 Rejected (Null hypothesi s rejected)	.894	strong

6	There is a significant association between the perceived challenges and the successful implementation of CSR practices by chemical companies in Ahmedabad.	0.001		H06 Rejected (Null hypothesis rejected)	.982	strong
7	There is a significant association between the current CSR initiatives and perceived areas of improvement for chemical companies.	0.001		H07 Rejected (Null hypothesis rejected)	.176	weak
8	There is a significant association between chemical companies' CSR marketing efforts and public awareness of their CSR initiatives.	0.001		H08 Rejected (Null hypothesis rejected)	.851	strong
9	There is a significant association between CSR programs in the chemical industry and their effectiveness in reducing long-term environmental damage.	0.001		H09 Rejected (Null hypothesis rejected)	.240	weak
10	There is a significant association between environmental improvements and CSR efforts by chemical companies in Ahmedabad.	0.001		H10 Rejected (Null hypothesis rejected)	.629	strong
11	There is a significant association between the types of CSR programs desired by the local community and current CSR efforts by chemical companies.	0.001		H11 Rejected (Null hypothesis rejected)	.487	weak

12	There is a significant association between government incentives and the level of CSR engagement by chemical companies.	0.001		H12 Rejected (Null hypothesis rejected)	.294	weak
----	---	-------	--	---	------	------

\*Source: Author's Compilation

## RESULTS AND DISCUSSION

Corporate Social Responsibility (CSR) has evolved from a generous to a strategic tool for businesses, especially in sectors like chemicals that have a big social and environmental impact. CSR is becoming a necessary component of corporate operations in the international economy, in line with social and environmental duty. The environmental dangers of pollution, waste, and resource expending make the stakes even greater for the chemical sector. To weaken these negative areas through conservation technology, sustainable waste management, and pollution control, effective CSR plans are essential. CSR plays a crucial role in Ahmedabad, a city that is industrializing quickly. The operations of the chemical industry have tired public services and municipal infrastructure while causing social problems, resource use, and environmental drops. These problems highlight the value of a properly executed CSR plan which can aid in resolving these concerns and promoting the advantages of society. The community can benefit from initiatives like pollution control, education, and infrastructure development that reduce the social and environmental headaches brought on by fast industrial growth. Broader social advantages of CSR include building stakeholder trust and improving a company's brand. Chemical firms in Ahmedabad can robust their ties to the community, promote goodwill, and guarantee long-term viability by actively participating in CSR initiatives. By motivating diversity, toughness, and fair labor practices, CSR programs can help resolve social injustices and build a more just and equal society.

### Theoretical Implications

The theoretical outcome of corporate social responsibility (CSR) in the chemical sector underscores the significance of coordinating a business grand plan with broad societal and environmental problems, particularly in a rapid-industrializing location such as Ahmedabad. Theoretically, CSR is based on stakeholder theory, which highlights that businesses should take into account the interests of all parties involved, not just shareholders, such as communities, workers, and the environment.

This is in keeping with the 3ps people, planet, and profit, which prioritize profit, people, and the environment. CSR intersects with theories of corporate governance and fair business practices in the scene of Ahmedabad's chemical sector. Chemical firms improve their corporate brand and stakeholder

trust while also advancing social development through the adoption of acceptable and responsible practices. These theoretical frameworks show how corporate social responsibility (CSR) has become an important aspect of modern company strategy, especially in sectors with major social and environmental effects.

Furthermore, in this view, corporate social responsibility (CSR) can be viewed as a component of the larger idea of corporate renewable. Businesses are better equipped to control risks, build their brand, and support long-term social, economic, and environmental acceptability when they merge CSR into their major operations.

### **Practical Implications**

Practically speaking, integrating CSR in Ahmedabad's chemical sector involves surrounding a variety of socially and ecologically aware procedures. These consist of:

Pollution control and waste management include reducing the environmental impact of industrial processes, guaranteeing appropriate disposal and recycling, and putting new technology into practice to reduce waste and hazardous waste.

Health and Safety Programs: Making worker safety a top priority through the implementation of risk management techniques, training, and robust safety regulations. This also involves providing health benefits and making sure that working conditions are safe.

Initiatives for Community Development: Putting money into regional healthcare, education, and infrastructure to ease the social effects of industrialization. Businesses can help by constructing hospitals, schools, and roads, which raises the standard of living for locals.

Fair Labor Practices and Employee Welfare: Ensuring fair labor practices, providing fair compensation, motivating career development opportunities, and helping to increase employee satisfaction, maintenance, and productivity.

Actively communicating with local community people, governmental organizations, and NGOs to address social and environmental issues while promoting trust is known as stakeholder engagement. Regular updates on CSR initiatives and open communication are part of this.

Chemical businesses may lessen the adverse effects of industrialization and encourage sustainable development in Ahmedabad by handling these issues. Businesses can gain financial advantages from the effective use of CSR, including better stakeholder interactions, increased operational efficiency, and improved corporate reputation.

## **CONCLUSIONS AND RECOMMENDATIONS**

CSR is critical for balancing business success with social and environmental barriers, especially in sectors like chemicals that have a significant environmental impact.

CSR is important in Ahmedabad for reducing the negative impacts of industrialization, including social injustice and environmental degradation. Robust Growth can be facilitated by effective corporate social responsibility (CSR) practices in waste management, pollution control, and community development.

Stakeholder theory and corporate governance are two theoretical frameworks that illustrate how crucial CSR is to current business strategy. Practically speaking, CSR programs in Ahmedabad's chemical industry can handle regional environmental and social issues while guaranteeing fair labor standards, enhancing community facilities, and enhancing business brands.

In the end, corporate social responsibility (CSR) is not only a means of increasing a company's brand; it is also an essential component of encouraging sustainable industrial growth and advancing societal progress in general. Chemical companies in Ahmedabad can achieve a better future for all stakeholders by balancing profitability with social and conservation through the adoption of responsible business practices.

The review of the text highlights the growing importance of Corporate Social Responsibility (CSR) in today's globalized economy, focusing on its transition from an outermost, generous effort to a central element of corporate strategy. The text undergoes the critical role CSR plays in industries with important environmental and social impacts, particularly the chemical industry, where practices such as pollution control waste management, and resource conservation are important for sustainable operations. CSR's focus has extended to include not only environmental sustainability but also social responsibility, particularly in improving worker health and safety, supporting community development, and ensuring fair labor practices. The review acknowledges how the text draws a connection between CSR and broader societal benefits, such as corporate brand value enhancement, stakeholder trust, and social equity. A notable example explored is Ahmedabad, where increasing industrialization, especially in the chemical sector, has caused significant environmental and social challenges. The review commends the detailed analysis of how effective CSR practices can mitigate the negative impacts of industrial growth in such regions, highlighting the need for responsible corporate behavior to ensure sustainable development. Overall, the text provides a brief overview of the evolving role and importance of CSR in modern business practices.

### **Recommendations for Future Research/ Future Scope of the Study**

Future studies can focus on conducting a detailed analysis of CSR efforts across different industries to determine how various sectors contribute to societal development. And addition to it, longitudinal research could track the long-term impact of CSR activities on communities to identify sustainable profits over time. Exploring how CSR strategies impact specific social areas, such as education, healthcare, and environmental sustainability, could also provide valuable insights. Moreover, studying the role of government rules,

stakeholder engagement, and communication strategies in shaping CSR outcomes can help companies improve their initiatives. Research could also examine the barriers faced by chemical companies in implementing CSR programs and how innovative and sustainable practices can improve the effectiveness of CSR efforts. By addressing these areas, future research can offer deeper insights into optimizing CSR activities for greater societal benefit.

## FURTHER STUDY

This study still has limitations related to this, so further research needs to be conducted on the topic of To Study the Impact of Various CSR Activities Done by Chemical Companies in Society Development in Ahmedabad City in order to perfect this study and increase insight for readers.

## REFERENCES

Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.

Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.

Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.

Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.

Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFACTION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.

Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behavior for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.

Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING- A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.

Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.

Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.

Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96- 100). Pune: D.Y Patil University Press.

Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.

Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.

Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115- 120.

Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.

Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected Service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162- 169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternativies* (pp. 22-32). Ahmedabad: Routledge - an imprint of Taylor & Francis Group.

Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternativies* (pp. 22-32). Ahmedabad: Routledge - an imprint of Taylor & Francis Group.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation concerning English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(1), 193-212.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression Concerning English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(2), 213-234.

Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. International Multidisciplinary Journal Think Different, 3(22), 9-16.

Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. Journal of Basic and Applied Engineering Research, 3(10), 921-926.

Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH, 5(11(2)), 61-77.

Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. ZENITH International Journal of Multidisciplinary Research, 6(1), 226-284.

Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK-LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance, and Strategic Management: Key to success (pp. 77-80). Pune: D.Y.Patil University Press.

Vasveliya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 79- 85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

Vidani, J. N. (2015, December). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. The Indian Writer's e-Journal, 1(1), 1-26.

Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. The Indian Writer's e-Journal, 1(1), 1-14.

Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. ZENITH International Journal of Multidisciplinary Research, 5(12), 33-50.

Vidani, J. N. (2015, Novemmrber). Self Aid Group - A Preeminent Way for Bucolic Female Empowerment. International Journal of Advance Engineering and Research Development, 2(11), 351-360.

Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC- 2016, 25-33.

Vidani, J. N. (2016, December ). Roles of a Bhartiya Nari Vyapari: A Case Study Review Approach. International Journal of Management, IT & Engineering, 6(12), 328-341.

Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. International Journal of Multidisciplinary Educational Research, 5(11(3)), 224-237.

Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". International Journal of Management and Research, 1, 208-213.

Vidani, J. N. (2018). Export and Import Procedures (Vol. 1). Online: Educreation Publishing.

Vidani, J. N. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 105-108). Pune: D.Y Patil University Press.

Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrurial Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), Transformation Through Strategic and Technological Interventions (pp. 159- 167). Ahmedabad: McGraw Hill Education (India) Private Limited.

Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. National Conference on "Multidisciplinary Research in Socelal Seienes & Management Studies. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.

Vidani, J. N. (2020). ROLE OF WOMEN IN THE AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.

Vidani, J. N. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.

Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>

Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and Innovation: Research Study* (pp. 1-15). Kanyakumari: Cape Comorin Publisher.

Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.

Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.

Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. *Proceedings of the International Conference on Enhancing Economic Productivity Competitiveness through Financial and Monetary Reforms* (pp. 154-159). Ahmedabad: GTU.

Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.

Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. *EXCEL International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.

Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 111-118). Pune: D. Y. Patil University Press.

Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.

Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV(6), 99-117.

Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.

Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.