

## **Corporate Social Responsibility of D-Mart**

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**ABSTRACT:** D-Mart is the biggest Indian retail store that has been working prominently in the field of corporate social activities. Corporate social activities are very important from an ethical as well as from a legal point of view. While working in the market organization uses the resources of society in exchange that organization gives back to society by engaging in various impactful initiatives. D-Mart has been prominently working in the field of community welfare and development. D-Mart is actively engaged in the field of environment sustainability, social development, and community development. To increase quality of life company has been working on many programs that include contributing to education, health care, sustainable activities, and helping those who are in need. Furthermore, D-Mart is concerned about environmental sustainability. The company is engaged in eco-friendly practices that can help to reduce the carbon footprint. It promotes recycling measures during its operation as well as encourages to use of less and less quantity of plastic. One of the important pillars of D-Mart is employee wellness. The company takes care of a healthy and safe working environment as well as offering health and wellness initiatives to the employees of the company.

### **INTRODUCTION**

D-Mart is a retail arm of Avenue Supermarts Limited, founded by Radhakishan Damani. The first D-Mart store opened in Powai, Mumbai, in 2002. Over the years, D-Mart has grown to become one of the largest and most successful retail chains in India, known for its focus on providing value for money product to consumer. Radhakishan Damani, the founder of D-Mart, has a background in stock trading and investment. He used his financial acumen to establish D-Mart as a retail giant with a unique business model that emphasizes cost control and operational efficiency. In modern time, corporate social responsibility (CSR) performance has become very essential that integrates

social and environment concern into a company's business operations and interactions with its stakeholders. Essentially CSR involves going beyond the basic legal and regulatory requirement to proactively contribute to the wellbeing of society and the environment. D-Mart, a retail chain in India, demonstrate corporate responsibility through ethical business practices, employees welfare, and community engagement. The company prioritizes fair treatment of employees, ensuring safe working conditions and promoting their wellbeing. D-Mart engages in philanthropy by supporting local communities, contributing to education, and addressing social needs.

### **Literature review**

1. Vishal v benchalli 2018 in his International research paper "corporating social responsibility: issues challenges and strategies for Indian Corporates" concluded companies need to practice social conscious policies and it should be performed from fully hearted. Corporate social activities will help the companies in long run so it should be perform maturely after all business is by the people, for the people and of the people.

2.vrushali Rajaram Kadam (2020) in his International research paper "corporate social responsibility practices study of select large- scale companies" concluded many companies are performing social activities even before amendment of the company act 2013. but it is also true that sum of the areas like slam development, cultural and heritage activities etc, are not yet touched that need to focus.

3.C.MuraliKumaran and c.velaudam (2019) in there International research paper "Corporate Social Responsibility in shopping malls at Chennai" concluded that shopping malls conducting CSR activities has positive influence on their employees as they get motivated towards organizational commitment as well as it helps to create a good image of the company.

### **Objectives of study**

1. To study the CSR performance of D-Mart in India.
2. To understand the importance of CSR activities.

### **Research Methodology**

In this study the Research Design is descriptive. For data collection, secondary data will be used in their study.

### **CSR performance of D Mart in India**

- Contribution for rural development projects as well as for slum area development
- Contribution to hatcheries inside organizations
- Contribution to funds sets up by central government regarding schedule caste, schedule tribes, minorities and ladies.
- Training in Sports games.
- Help to military family.
- Setups for library.
- Contribution for environmental activities like involvement in clean Ganga fund that was set up by central government D Mart has given more focus on sustainability by reducing its environmental Foot print. This could involve implementing energy efficient practices reducing waste and adopting eco-friendly packaging. This efforts contribute to environmental conservation and demonstrate a commitment to responsible business practices.
- Ensuring the wellbeing of its work force is a crucial aspect of D-marts CSR. This may include providing fair wages, maintaining a safe and healthy work environment, and offering opportunities for professional growth. Companies that priorities employee welfare often see improved productivity and employee satisfaction.
- D Mart is likely to contribute to the community it serves. This could involve supporting local education initiative Healthcare programs, or infrastructure development. Investing in this area not only benefits the community but also enhance the long term sustainability of the business by fostering positive relationships.
- Adhering to ethical business practices is fundamental for any responsible company. D Mart is likely to emphasize fair and transparent business dealings, ethical sources of products and responsible supply chain management. This not only aligns with societal expectations but also safeguard the companies reputation.
- As a retailer, D-Mart likely places importance on the quality and safety of its products. this involves ensuring that products meet regulatory standards, providing accurate information to consumer, and addressing any product related concern promptly. Product responsibilities is a critical aspect of CSR in the retail sector.

### **Significance of CSR Activities**

Corporate social responsibilities CSR activities hold significant importance for business societies and the environment. Here are some key reasons why CSR activities are considered important

- Engaging in CSR activities can boost a companies reputation and create a positive brand image consumer often prefer to support businesses that demonstrate a commitment to social and environmental causes.
- CSR activities can Foster customer loyalty consumers are more likely to be loyal to companies that align with their values and demonstrate a sense of social responsibility.
- Companies with strong CSR practices often more attractive to top talent employees especially the younger generations seek to work for organization that priorities ethical and socially responsible business practices.
- Proactive CSR measures can help companies manage and mitigate risk associated with environmental social and governance (esg) issues this can prevent controversies and legal challenges.
- CSR can provide a competitive edge in the market place businesses that actively contribute to social wellbeing may differentiate themselves and appeal to socially conscious consumers.
- Long term financial performance can benefit from CSR activities investors increasingly consider ESG factors, and companies with strong CSR practices may attract a broader base of investors.
- Engaging in CSR helps companies stay in compliances with evolving regulations related to social environment responsibility. This reduces the risk of legal issues and penalties.
- CSR activities contribute to building positive relationships with various stock holders including customer's,employee's, investors, suppliers and communities.
- CSR encourages companies to adopt innovative and sustainable practices
- Buy considering the social and environmental impact of operations, companies can create a more stable and resilient business model.
- The primary goal of CSR is to make a positive impact on society and the environment. CSR activities addresses social issues contribute to community development, promote sustainable, practices creating a more inclusive and responsible business environment.

## **CONCLUSION**

D marts corporate social responsibility showcases a commendable commitment to social responsibility. Through initiatives likely spanning education Healthcare and community development D Mart contributes positively to society. The companies engagement in ethical practices and employee involvement reflects a dedication to long term sustainability. By fostering a positive brand image and adhering to compliance standards D-Mart excamplicie a holistic approach to corporate social responsibility. As the navigate challenges and seize opportunities continual improvement appears integral to their CSR strategy Positioning D Mart as a responsible corporate citizen with a focus on social wellbeing.

## **REFERENCES**

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