A STUDY ON CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT

The company's Corporate Social Responsibility (CSR) strategy focuses on integrating sustainability and ethical practices into its core operations. It prioritizes environmental stewardship through energy efficiency and renewable energy initiatives, while also ensuring transparency and fairness in business conduct. The company supports community development and charitable causes, promotes employee welfare, and adheres to global human rights standards. Additionally, it maintains high product safety standards and ethical governance, regularly reporting on its CSR performance to ensure accountability and transparency.

Key words: CSR, Ethical governance, Efficiency, Safety.

INTRODUCTION

Over time, the scope of CSR has expanded from traditional philanthropy to include sustainable business practices, environmental stewardship, and the integration of social and ethical considerations into core business strategies. The concept of CSR has evolved to reflect a broader understanding of the role of businesses in society, emphasizing the importance of long-term value creation and sustainable development.

CSR is often categorized into four key areas:

- Economic Responsibility: The obligation to be profitable and contribute to economic development while meetingthe needs of stakeholders

- Legal Responsibility: Compliance with laws and regulationsset by the government to ensure fair business practices.

- Ethical Responsibility: The commitment to do what is right,fair, and just, even beyond legal requirements.

- Philanthropic Responsibility: Voluntary activities that promote human welfare or goodwill, such as charitable donations, community development, and environmental conservation efforts.

LITERARTURE REVIEW:

Christian Voegtlin (2016): Despite growing research on the link between Corporate Social Responsibility (CSR) and Human Resource Management (HRM), a thorough analysis of their relationship remains lacking. Many studies fail to clarify the connection between CSR and HRM or their underlying assumptions. Therefore, a comprehensive review of the CSR-HRM nexus is essential to enhance both theoretical and empirical understanding. Through a systematic review, this paper identifies three theoretical perspectives to conceptualize CSR-HRM: instrumental, social integrative, and political. These perspectives provide a framework for future research, offering a clearer understanding of CSR-HRM relationships.

Soebin Jang and Alexandre Ardichvili (2020): This integrative literature review examines the links between corporate social responsibility (CSR) and human resources (HR). We review and closely examine three bodies of literature that discuss the CSR-HR link: (a) the CSR literature, (b) the human resource management (HRM) literature, and (c) the human

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resource development (HRD) literature. Our review suggests that although CSR and HR are closely interrelated, there is currently a lack of developmental perspectives underlying the CSR-HR link. Thus, based on our review of theoretical and empirical research, we point to four main areas in which HRD may play an important role in promoting CSR in organizations, including leadership development, education and training, culture change, and fostering critical reflection. Our findings underline the increasing relevance of CSR to the field of HR including HRM and HRD, and provide implications for HRD research and practice, along with recommendations for future research.

Tara Fenwick, Laura Bierema (2008) : Recent human resource development (HRD) scholarship has called for greater focus on social responsibility and ecological sustainability. The purpose of this article is to explore the engagement of HRD professionals in corporate social responsibility (CSR), examining one central question: how do HRD professionals perceive their roles and challenges in implementing CSR in organizations that claim CSR to be a key focus of their corporate identity and operation? Understandings of CSR vary and are widely contested, but for the purposes of this discussion, CSR is defined as treating the stakeholders of the firm ethically or in a responsible manner. Drawing from a qualitative study of HRD managers in eight large North American firms declaring explicit commitment to CSR, the evidence shows that their engagement tends to focus on employee learning and promotion, employee ownership of development, and employee safety and respect. Overall, however, HRD appeared to be only marginally involved or interested in the firms' CSR activities. The article concludes with an argument for greater engagement of HRD in CSR and offers suggestions for research and practice towards this end.

Tracy Wilcox (2006) : This paper discusses the concept of corporate social responsibility as it applies to human resource development (HRD). It is argued that the economic and political power enjoyed by contemporary corporations brings with it an associated set of responsibilities and duties, particularly in the light of issues emerging in the global and local political environment.

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These issues arise in part from a shifting of the regulatory ground from the achievement of 'social good' to 'economic good', and the shifting of risk from business organisations to individuals and communities. The paper considers the impact of these changes on human resource development. Some of the areas in which an organisation's social and ethical responsibility can encompass HRD practices are explored, and possible HRD responses to the issues and concerns raised are discussed.

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Juan Herrera and Carlos de las Heras-Rosas(2020): In today's global market, Corporate Social Responsibility (CSR) and Human Resource Management (HRM) are key tools for gaining a competitive edge, yet their full potential and impact on sustainability remain underexplored. While numerous case studies link CSR and HRM to economic, environmental, and social sustainability, a solid foundation for their new roles in sustainable business management is still lacking. This study analyzes 314 articles to assess trends in CSR-HRM research using bibliometric techniques, revealing growing interest in the field. Key emerging themes include green management, stakeholder engagement, competitive advantage, and sustainability, which require further exploration for better integration of CSR and HRM strategies.

Mara Del Baldo (2013): The purpose of the work is to examine the relationship between Corporate Social Responsibility policies, and Human Resource Management, particularly focusing on Corporate Family Responsibility. How do CSR practices impact on employees, their work, and their family life? How effective are these practices and how can they positively impact on the difficult "work-life balance"? With the aim to answer to these questions, the study combines the deductive and inductive approach. After presenting the theoretical framework, the second part of the paper analyzes the case of Elica Group, a large, multinational Italian family company that has been named one of the "best places to work" in the national and European contexts. The points of reflection that emerge from this study are centered on the factors that induce the company to adopt such policies, and the factors that impact their effectiveness. The results reveal that a robust ethical foundation on the parts of the company's founder and of its

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management, as well as their commitment to sharing values and objectives with the entire organization, are keys to Elica's success based on a holistic development (economic, social and environmental development).

Dolors Celma, Esther Martínez-Garcia, Germà Coenders(2012): This paper examines the scope, types, and degree of corporate social responsibility (CSR) practices currently employed in human resource management (HRM) in Spain, and its determinants. It analyses firm, employee, and job-related characteristics which affect the implementation of CSR in HRM. It also offers an overview of the current situation regarding CSR in HRM for a wide range of economic sectors, employees, job characteristics, and HRM practices. Information is obtained from employees rather than CEOs. Results show that companies do not engage in CSR practices to the same extent. The scope of CSR differs among types of HRM practices. The practices curently applied are grouped more according to type than to degree of responsibility. Another relevant result is that some variables such as a firm's dimension, have a clear effect on the likelihood that an employee benefits from responsible labour practices, but their effects generally vary for different types of practices. Copyright © 2012 John Wiley & Sons, Ltd and ERP Environment.

Claire Dupont, Perrine Ferauge & Romina Giuliano(2013): This paper aims to analyse GDF SUEZ's sustainable development report, focusing on its involvement in socially responsible Human Resource Management practices. We seek to know how Corporate Social Responsibility (CSR) affects HR functions, roles, and activities. According to Fortune magazine, GDF SUEZ ranks first among companies in the world in terms of social responsibility and is among the top 10 global companies across all sectors. Our research focuses on the following practices: recruitment and employment access, training and career development, and well-being in the workplace. These HRM practices seem important to analyse given the context in which companies will have to evolve: ageing of the population, risks of labour shortage, or the war for talent. Our results imply that CSR has a positive influence on employees' advocacy role (Ulrich & Brockbank, 2005) because the Group integrates concerns regarding equal treatment, health and safety, and diversity. We also believe that GDF SUEZ Group desires to develop its brand further by presenting itself as a responsible employer to harvest the benefits that flow from that label.

Dima R. Jamali, Ali M. El Dirani, Ian A. Harwood(2014): Formulating and translating corporate social responsibility (CSR) strategy into actual managerial practices and outcome values remain ongoing challenges for many organizations. This paper argues that the human resource management (HRM) function can potentially play an important role in supporting

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organizations to address this challenge. We argue that HRM could provide an interesting and dynamic support to CSR strategy design as well as implementation and delivery. Drawing on a systematic review of relevant strategic CSR and HRM literatures, this paper highlights the important interfaces between CSR and HRM and develops a conceptual model, the CSR-HRM co-creation model, which accounts for the potential HRM roles in CSR and identifies a range of outcome values resulting from a more effective integration of the role of HRM within CSR. The paper concludes with relevant theoretical and managerial recommendations that advance our understanding of the potential interfaces between HRM and CSR and how HRM can support a systematic and progressive CSR agenda.

Rosa Lombardi, Simone Manfredi, Benedetta Cuozzo, Matteo Palmaccio(2020): Corporate social responsibility (CSR) has been increasingly investigated assuming several perspectives. In this scenario, human resources and particularly employees are the most relevant groups of stakeholders playing a key role in all kind of organizations. Thus, this paper aims at investigating the profitable connection between CSR and human resource management (HRM). We investigate which factors determine responsible and sustainable practices in the management of the employees' typology contracts guaranteeing CSR and its principles. The employees' contract typology is recognized as a sustainable key factor in influencing corporate performance. Through an empirical analysis in the football industry, we investigate if the work contracts' average duration by football players affects the performance of their clubs. Our results demonstrate that organizations assuming stabilization and long timing in the employees' contract are going to achieve sustainable performance assuring socially responsible practices and CSR. The awareness of the existence of a correlation between the duration of the contract and the company performance could be exploited by managers of all organizations in identifying the optimal strategy and the effectiveness in the implementation of CSR. Thus, a new sustainable key factor in assuring CSR and HRM is proposed: the employees' contractual horizon/timing.

Duygu Turker(2018): Among all social stakeholders, employees are at the top of CSR agenda in most organizations. In many cases, CSR perception of society is built around the contributions of companies to their current and prospective workforces and it is empirically supported that being a socially responsible employer positively affects the relevant employee outcomes. Therefore, CSR and human resources management (HRM) become closely interrelated and interwoven in our current organizational landscape. The purpose of this chapter is to reveal this integration of CSR and HRM practices based on the main responsibilities of companies towards their current and future employees. Therefore, the chapter firstly discusses the ongoing policy

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framework that is shaped by national as well as international and non-governmental organizations. Deriving from the Carroll's CSR pyramid (1979, 1991), the chapter provides an understanding on the socially responsible human resources management at the philanthropic, ethical, legal and economic domains.

Mehdi Sabokro, Muhammad Mehedi Masud , Azin Kayedian(2021): This study explores how Green Human Resource Management (GHRM) impacts employees' green behaviors, with corporate social responsibility (CSR) and green psychological climate acting as mediators. Using Partial Least Square Structural Equation Modelling on a sample of 384 HR managers and employees from Iranian industrial companies, the findings show that GHRM positively influences CSR, green psychological climate, and employees' green behaviors. Both CSR and green psychological climate further promote green behaviors. The results highlight the importance of integrating sustainability into HR management for long-term industrial sustainability and environmental responsibility.

Neha Sharma, P. William, Kushagra Kulshreshtha, Gunjan Sharma, Bhadrappa Haralayya, Yogesh Chauhan, Anurag Shrivastava(2023): This research focuses on how intelligent communication management terminals contribute to advancing human resource management (HRM). By establishing an Android development environment using the Android SDK and Eclipse plug-in, the system simplifies corporate processes and reduces HR needs. It handles various tasks such as personnel management, recruitment, attendance tracking, training, and employment management. Effective recruitment planning requires clear details on the number of recruits, required employees, and their arrival times. HR personnel must comply with laws and complete necessary training, serving as a model for improving HR administration in similar companies.

Saqib Yaqoob Malik ,Yasir Hayat Mughal, Tamoor Azam,Yukun Cao Zhifang WAN ,Hongge ZHU and Ramayah Thurasamy(2021): This study examines the mediating role of organizational citizenship behavior towards the environment in the relationship between green HR practices (recruitment, training, rewards, performance evaluation), corporate social responsibility (CSR), and sustainable performance (economic, social, and environmental). Using a quantitative survey design, data were collected from 150 firms, with responses from HR managers and directors. The results, analyzed through PLS-SEM, confirmed that organizational citizenship behavior towards the environment mediates the relationship between CSR and green HR practices, significantly impacting sustainable performance. The study highlights the

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importance of CSR and green HRM in enhancing sustainable outcomes through pro-environmental behaviors.

Federica De Stefano, Silvia Bagdadli, Arnaldo Camuffo(2017): Although research on human and social sustainability has flourished in the past decade, the role that human resource management departments play (or should play) in facilitating more socially responsible and sustainable organizations remains unclear. In practice, this lack of clarity is due to the multiple features and dimensions of potential HR contributions to corporate social responsibility (CSR) and corporate sustainability (CS), as well as widespread failure to integrate HR and CSR functions. Theoretically, the absence of a framework that articulates the HR role in CSR and CS and the substantial separation between HRM and CSR/CS studies among academics act as a reinforcing mechanism. The present study contributes to the growing research on this topic, presenting a framework and a typology to classify the potential HR roles in CSR and CS and comprehensively reviewing the literature at the intersection of HR with CSR and CS. The results of the review provide a broader perspective on the role HR might play in CSR and CS as well as its impact beyond organizational boundaries.

Sadia Cheema & Farheen Javed |Tahir Nisar(2017): This paper explores how businesses contribute to creating a sustainable environment through Corporate Social Responsibility (CSR) and Green Human Resource Management (GHRM). Organizations are adopting green HR practices that minimize environmental impact, with HR departments playing a key role in environmental conservation through recruitment, performance appraisal, rewards, and fostering a green culture. The paper highlights the importance of a green environment and evaluates the expected benefits and challenges of GHRM in promoting sustainability.

Wesley Ricardo de Souza Freitas, Jorge Henrique Caldeira-Oliveira, Adriano Alves Teixeira, Nelson Oliveira Stefanelli, Talita Borges Teixeira(2020): In the past, simply fulfilling economic performance alone was critical to ensuring the success of companies and their shareholders, but this traditional perspective is not compatible with society's current demands, as there is increasing social pressure on organizations to become more sustainable and reduce impacts on the environment, promoting sustainable results in their business processes. In this context, the specialized literature states that human resources management (HRM) is considered

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a central aspect for building sustainable organizations, in particular, the area of green human resources management (GHRM). Thus, this study analyzes the relationship between GHRM and corporate social responsibility (CSR) in Brazilian companies. Company's age, size, ISO 9001 and 14001 certifications are the control variables.

Ekta Sharma and Ruchi Tewari(2017): India is the first country in the world to mandate corporate social responsibility (CSR). The Government of India implemented new CSR guidelines requiring companies to spend 2 per cent of their net profit on social development. The current research intends to identify the role of human resource (HR) in institutionalizing CSR and to identify the association between employee perception towards CSR and the role of HR. The research results prove that it is apt that Indian organizations are high on CSR activities and that even employees are undertaking such activities but the formal policies and procedures are not formulated by HR department to involve the employees in CSR activities. HR needs to align the CSR and HR policies, so that the employees, who are the biggest stakeholders, get involved in internal as well as external CSR activities.

Borut Milfelner, Amna Potočnik, Simona Šarotar Žižek(2014): Every society is based on humans, being also essential factors of the social responsibility (SR), which is an important predecessor of the organizational performance. SR supports informal systemic behavior aimed at requisite holism of behavior of influential persons and their organizations; it leads towards creativity-based well-being (CBWB) of humans in organizations and in society. This matters: people with CBWB live and work better. Links between CBWB, SR and human resource management (HRM) and the influence of SR and HRM on organizational performance from aspects of growth, development and finances are demonstrated empirically.

Talita Rosolen and Maria Laura Ferranty Maclennan(2016): Corporate social responsibility practices are increasingly being adopted and legitimized in business and they impact the strategic and operational levels in various areas. The integration of these criteria and practices in the strategic management involves many factors, and human resource management is an essential aspect for the accomplishment of such initiative. Thus, this paper associates the relationship among corporate social responsibility (CSR) various dimensions (strategic, ethical, social and environmental) and strategic human resource management (SHRM) in companies operating in Brazil. We also aim to identify whether there is impact of other aspects on this relationship, namely: size, industry and company internationalization level (if national or multinational). Results show evidence that ethical CSR can be associated to SHRM. Environmental CSR showed

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marginal relation, and social and strategic CSR presented no significant association. Those results emphasize the need to further develop strategic actions of CSR into human resource management in emerging markets. Managers can also benefit from those findings, as it is possible to have a broad view of limitations and opportunities regarding the role played by human resource management in CSR.

RESEARCH DESIGN

STATEMENT OF PROBLEM:

This study seeks to analyze Kropex Tata Motors' Corporate Social Responsibility (CSR) contributions towards environmental sustainability and their integration within the company's business model. It will also explore the influence of these CSR initiatives on brand reputation, customer loyalty, and stakeholder perceptions, assessing their alignment with industry standards and overall effectiveness.

NEED OF THE STUDY:

- ➢ Assess the impact of Kropex Tata Motors' CSR initiatives on environmental sustainability.
- ➢ Evaluate how CSR influences the company's brand reputation and customer loyalty.
- ➢ Analyze the integration of CSR within Kropex Tata Motors' business strategy.
- ➢ Understand stakeholder perceptions of the effectiveness of the company's CSR efforts.

OBJECTIVE OF THE STUDY:

- ✓ Analyze Kropex Tata Motors' CSR contributions to environmental sustainability.
- ✓ Assess the influence of CSR on Kropex Tata Motors' brand reputation and customer loyalty.
- ✓ Examine the integration of CSR strategies within Kropex Tata Motors' overall business model.
- ✓ Identify the key CSR activities of Kropex Tata Motors that align with industry standards.

✓ Explore stakeholder perceptions of Kropex Tata Motors' CSR efforts and their effectiveness.

SCOPE OF THE STUDY:

The scope of this study focuses on analyzing Kropex Tata Motors' CSR initiatives, particularly their contributions to environmental sustainability through practices like waste management and pollution control. It will assess the influence of these initiatives on the company's brand reputation and customer loyalty, while also exploring how CSR is integrated into the overall business model. Additionally, the study will evaluate the alignment of Kropex Tata Motors' CSR activities with industry standards and examine stakeholder perceptions of the effectiveness of these efforts, including feedback from customers, employees, and the community.

RESEARCH METHODOLOGY:

Source of data:

Primary data: Interview , Offline Survey

Secondary data: Company Reports, Industry Publication, Media Articles, stakeholders survey and studies.

LIMITATION OF THE STUDY:

❖ The analysis may be constrained by the limited availability of detailed data on specific CSR initiatives undertaken by Kropex Tata Motors.

❖ Stakeholder perceptions may be influenced by personal biases or media portrayals, potentially skewing the effectiveness assessment of CSR efforts.

❖ The focus on environmental sustainability might overlook the broader social and economic impacts of Kropex Tata Motors' CSR activities.

❖ Variability in industry standards can complicate the comparison of Kropex Tata Motors' CSR activities with those of competitors.

CHAPTER 4

ANALYSIS AND INTERPRETATION

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CSR efforts positively influence the company's brand reputation and customer loyalty by demonstrating a commitment to social responsibility. Additionally, the integration of CSR strategies within the overall business model supports talent attraction and retention, as prospective employees are drawn to organizations that prioritize ethical practices. By aligning key CSR activities with industry standards, Kropex Tata Motors strengthens stakeholder perceptions of its effectiveness in promoting a sustainable and responsible workplace, ultimately contributing to long-term organizational success.

TABLE NO. 1: AGE

Age	no. of response	Percentage
15- 25	35	35%
25-35	34	34%
35-45	17	17%
45-55	12	12%
55-65	2	2%
TOTAL	**100**	**100%**

Fig No 1

ANALYSIS: The response distribution shows a strong engagement from younger participants, with 35% aged 15-25 and 34% aged 25-35, together accounting for 69% of the total responses. In contrast, older age groups (35-45, 45-55, and 55-65) represent a smaller share, indicating that Kropex Tata Motors' CSR initiatives may particularly resonate with younger demographics, which could shape future strategies and marketing efforts.
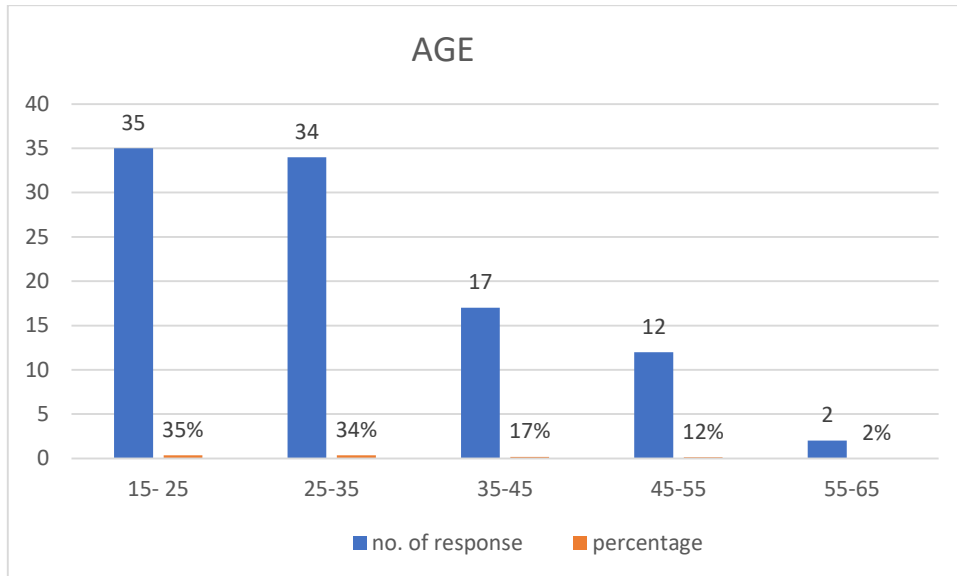
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FIGURE 1

INTERPRETATION:

The age distribution table indicates that Kropex Tata Motors successfully engages a predominantly younger audience, with 69% of respondents falling within the 15-35 age range. This suggests that the company's CSR initiatives resonate well with younger individuals, who are often more socially conscious and value-driven. The lower representation of older age groups may highlight an opportunity for Kropex Tata Motors to tailor its CSR messaging and outreach strategies to attract a more diverse age demographic. Overall, the findings reflect the importance of understanding target audience segments in shaping effective CSR and marketing strategies.

TABLE NO. 2

1.What is the primary focus of Kropex Tata Motors' CSR initiatives in environmental sustainability?

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OPTIONS	NO.OF RESPONSE	PERCENTAGE
Reducing carbon emissions	41	41%
Promoting education	34	34%
Supporting local businesses	13	13%
Improving public health	12	12%
Total	**100**	**100%**

FIGURE 2

ANALYSIS:

The table reveals that reducing carbon emissions is the top priority for respondents, garnering 41% of the total responses, indicating a strong environmental focus. Promoting education is also significant, with 34% support, reflecting a desire for social impact. In contrast, initiatives like supporting local businesses and improving public health attract less attention, at 13% and 12%, respectively. This distribution suggests that Kropex Tata Motors should prioritize environmental and educational initiatives in its CSR strategy to align with stakeholder preferences.
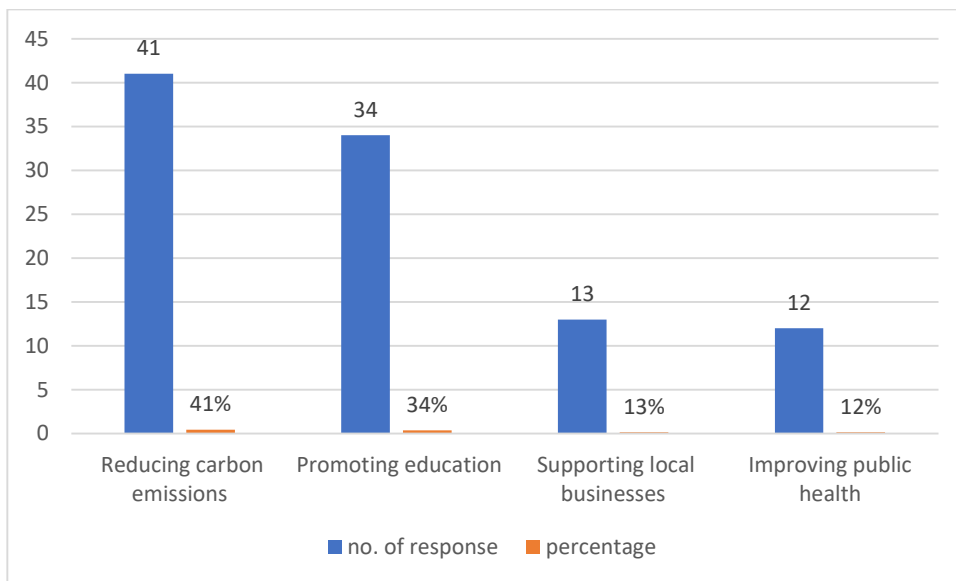

FIGURE: 2

INTERPRETATION

The highest priority among respondents is reducing carbon emissions, with 41% selecting it, followed by promoting education at 34%. Supporting local businesses and improving public health are less emphasized, receiving 13% and 12% respectively.

CHAPTER 5

FINDING, CONCLUSION AND SUGGESTION

FINDINGS:

- Carbon Emissions Reduction: The top priority at 41%, showing a strong focus on environmental concerns, while local business support and public health receive less emphasis (13% and 12%).

- Tree Planting & Events: Urban tree planting (29%) and sports event sponsorship (23%) are highly favored; affordable housing has the least interest at 7%.

- Success Metrics: Awards (33%) and stakeholder surveys (28%) are key success measures, while employee feedback (8%) and sales increases (12%) are less valued.

- Waste Management: This is the highest priority (29%), closely followed by education for underprivileged children (27%); health initiatives are less prioritized at 8%.

- Carbon Neutrality: Achieving neutrality (28%) is the main goal, with expanding market share (25%) second. Enhancing employee benefits ranks the lowest at 8%.

- Reputation Impact: Most believe the option improves reputation, with 28% viewing it as a significant boost; only 6% think it worsens reputation.

- Sustainability & Ethics: Environmental sustainability (31%) and ethical business practices (22%) lead, while customer support initiatives are least favored at 7%.

CONCLUSION:

The findings reveal a strong emphasis on environmental sustainability, with reducing carbon emissions as the top priority, followed by urban tree planting and renewable energy initiatives. While respondents support broader environmental goals, there is a notable lack of focus on localized efforts like supporting small businesses and healthcare. Despite positive perceptions of current initiatives, areas for improvement exist, particularly in aligning with stakeholder expectations and enhancing community support. Recommendations include balancing environmental initiatives with community and employee needs, increasing the prioritization of affordable housing, and strengthening communication about successes. By addressing these areas, Kropex Tata Motors can foster a more holistic approach to sustainability, community development, and employee well-being, while maintaining a positive public sentiment.

SUGGESTION:

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➤ Carbon Emissions Reduction: Introduce incentives for supporting local businesses and public health to balance priorities with carbon reduction efforts.

➤ Tree Planting & Events: Consider campaigns promoting affordable housing benefits to increase its prioritization among respondents.

➤ Success Metrics: Incorporate employee feedback and sales data into performance metrics to provide a more comprehensive view of success.

➤ Waste Management: Highlight health initiatives' importance to raise awareness and increase prioritization alongside waste management and education.

➤ Carbon Neutrality: Create programs that enhance employee benefits while working towards carbon neutrality to address lower prioritization.

➤ Reputation Impact: Showcase success stories to emphasize the positive reputation impact and mitigate concerns of possible negative outcomes.

➤ Sustainability & Ethics: Introduce customer support initiatives that align with sustainability and ethical business practices to increase interest.

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