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Research Paper

Corporate Social Responsibility and Tribal Progress in Jharkhand: Opportunities and Challenges

Arpita Bhadwaj ^{1*}, Dr. Satender ², Dr. Arti Kumari ³

¹ Research Scholar, Department of Sociology & Social Work, Banasthali Vidyapith, Rajasthan, India

² Associate Professor, Department of Sociology & Social Work, Banasthali Vidyapith, Rajasthan, India

³ Assistant Professor, Department of Sociology, Banasthali Vidyapith, Rajasthan, India

Corresponding Author: * Arpita Bhadwaj

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ABSTRACT	Manuscript Info.
<p>Corporate Social Responsibility (CSR) raises the moral accountability of businesses to underwrite sustainable economic development through humanizing the quality of life of workforces, natives, and society at large. In the framework of social work, CSR assists as a significant mechanism through which corporate organizations participate in social prosperity, community development, poverty mitigation, education, healthcare, ecological shield, and enablement of marginalized groups. Social work accentuates social righteousness, human rights, and community welfare, and CSR accompanies these objectives by organizing corporate capitals for social progress initiatives (Carroll, 1991). For tribal communities, CSR plays a decisive role because many tribal inhabitants continue to face challenges associated with poverty, illiteracy, unfortunate healthcare, redundancy, dislocation, and social segregation. Through CSR ingenuities, corporations can sustain tribal development by capitalizing in education, vocational training, healthcare services, women's empowerment, justifiable livelihoods, skill development, and infrastructure. (Freeman, 1984; United Nations Development Program [UNDP], 2016). The objective of the study is to identify the opportunities, challenges and consequences that turn out for the tribal community after CSR initiatives in this area. Method: The study was done with descriptive research design with a mixed approach, that is quantitative as well as qualitative method. A well-structured interview schedule was used as a research tool to achieve the objective of the study. Observation and focus group discussion were also helpful for the researcher to understand the field well. The conclusion reveals that CSR interventions have contributed significantly in the field of tribal development by refining access to education, healthcare facilities, livelihood openings, agricultural maintenance, and community infrastructure. A majority of respondents described that CSR programs improved their standard of life, reinforced livelihood security, and amplified access to essential services. These results suggest that CSR has appeared as an important additional mechanism for addressing growing deficits among tribal communities in the region.</p>	<ul style="list-style-type: none"> ✓ ISSN No: 2584-184X ✓ Received: 09-09-2024 ✓ Accepted: 26-10-2024 ✓ Published: 30-10-2024 ✓ MRR:2(10):2024;73-77 ✓ ©2024, All Rights Reserved. ✓ Peer Review Process: Yes ✓ Plagiarism Checked: Yes
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KEYWORDS: CSR, Tribes, Development, Opportunities, Challenges.

INTRODUCTION

Jharkhand is land of tribes, it is one of the prime tribal populated states in India, with instituting approximately 26.2% of the state's population. Despite the state's plentiful mineral prosperity and industrial development, tribes continue to experience substantial socio-economic dispossession. Educational indicators disclose tenacious hindrances; the literacy rate among Jharkhand's tribal population is only 57.1%, considerably lower than the state and national rate, while a significant gender gap in literacy also occurs (Rani & Kumar, 2023). According to Census-based evaluation, approximately one-fifth of tribal children in the 6–15 age group have certainly not attended any educational institution, emphasizing ongoing blockades to educational access (Rani et al., 2024). Poverty ruins another major concern, predominantly in tribal-dominated districts such as Godda, Pakur, Sahib Ganj, and West Singhbhum, where several dimensions' deprivation allied to health, education, and living standards rests high (Gupta, 2025). A current survey additionally reported that more than 46% of tribal families in Jharkhand live beneath the poverty line, while large numbers of youth roam in search of employment due to restricted livelihood opportunities in their inborn villages (Indigenous Navigator Survey, 2025). Nutritional and health surroundings are equally distressing; about 28% of tribal women are underweight and anaemia touches nearly 72% of tribal women in the state, mimicking severe health risks (Gupta, 2025). These persistent challenges show that government involvements alone have been inadequate to address the developmental scarcities of tribal communities. Therefore, Corporate Social Responsibility (CSR) initiatives are crucial for accompanying state efforts through investments in education, healthcare, skill advance, livelihood elevation, women's empowerment, and community infrastructure, thus enabling sustainable and comprehensive tribal development. Specially in tribal dominate states such as Jharkhand, where many industries function in tribal areas, CSR programs can help alleviate the adversarial effects of industrialization and subsidize to inclusive development. Effective CSR interventions promote community participation, strengthen local capabilities, preserve native culture, and improve the socio-economic settings of tribal populations. Thus, CSR acts as a significant bridge between corporate development and social expansion, supporting the prosperity and empowerment of tribal societies while nurturing sustainable and justifiable development. Gaitri, Mona Ratnesh and Ebikinei Stanley Eguruze (January 2020) have mentioned that CSR activities can provide major advantages in promoting local crafts and culture which ultimately leads to socioeconomic development of the community. T. Karthikeyan and S. Sujetha (2019) has said that the combination of Entrepreneurship and CSR can work to meet the requirement of common needs, social and economic demands to improve the quality of life of the tribal communities. Choudhary Sujit Kumar (January 2017) in his article "NGOs, Education and Tribes: An Empirical Study of Jharkhand, India" has concluded that NGOs are working for

a large number of activities despite facing multiple challenges still there is a lack of lasting impact on the weaker section of the society particularly tribes residing in the state of Jharkhand. Mahua Banerjee and Swapan Kumar Pramanick has said that CSR can be seen as an opportunity to establish collaboration among government agencies, civil society and corporate entities to improve the well-being of tribal communities through sustainable development. Rajib Lochan Dhar on November 2014, in his article "Job Search Processes for Tribal People from Jharkhand and West Bengal" has said that Health, education, average income is much poorer than that of majority of the state of the nation. In order to improve its condition, the state has to go through the guided reforms. Hence tribal development should be understood only in all terms of their life like, economic terms, includes preservation of cultural identity, strengthening of traditional livelihoods, protection of environmental resources, and enhancement of social dignity. CSR programs that focus only on infrastructure or financial assistance may fail to address these deeper dimensions of development. A comprehensive study must therefore consider not only measurable outcomes such as income or employment, but also less tangible aspects such as community participation, cultural sensitivity, and environmental sustainability. In This regard this study with the help of field investigation trying to draw some major challenges of Adani Foundation among the tribe of Gangta and Mali villages of Godda district of Jharkhand.

The Objective of the study is to identify the opportunities and challenges turn out for the development of tribal village after CSR initiatives. The study done with descriptive research design with mixed method approach, that is quantitative as well as qualitative method. A well-structured interview scheduled was used as research tool to achieve objective of the study. Observation and focus group discussion was also helped the researcher to understand the field area well.

FINDINGS

Opportunities: In the framework of the CSR activities commenced by the Adani Group, "opportunity" raises to the promising settings, capitals, and avenues shaped through corporate interventions that assist individuals and communities, to enhance their socio-economic eminence and excellence of life. These opportunities may comprise, access to education, healthcare facilities, skill upliftment, sustainable livelihood chances, agricultural support, women's empowerment programs, structural development, and improved participation in local expansion processes. Through its CSR initiatives, the Adani Foundation pursues to create opportunities that empower deprived communities to develop their proficiencies, increase income-generation scenarios, reinforce human capital, and attain sustainable development. From a social work standpoint, such opportunities subsidize to social inclusion, empowerment, and the lessening of socio-economic disparities by empowering deprived groups to

access resources and facilities that were formerly unavailable or unreachable. Therefore, opportunities produced through CSR are not simply economic welfares but also pathways for

improving social well-being, independence, and community expansion among tribal inhabitants.

S. No.	Area of CSR Intervention	Respondents (Villagers) Reporting Positive Impact (%)
1	Improved educational opportunities	78.0
2	Improved healthcare awareness and access to health Facilities	72.0
3	Improve livelihood and employment opportunities	68.0
4	Improvement in irrigation facilities and agricultural productivity	74.0
5	Improved community infrastructure (roads, water, sanitation, community assets)	81.0
6	Overall improvement in quality of life and socio-economic empowerment	76.0

Findings from the study show that the highest section of respondents (81%) professed an optimistic impression of CSR initiatives on community infrastructure development, followed by educational opportunities (78%) and complete quality of life improvement (76%). Around 74% of respondents accepted improvements in agricultural output through irrigation and farming support programs, whereas 72% stated better healthcare facilities and awareness. Additionally, 68% of respondents detailed that CSR interventions had boosted livelihood and employment opportunities. These findings advocate that the CSR activities implemented by the Adani Foundation have contributed definitely to innumerable dimensions of tribal development, predominantly in infrastructure, education, agriculture, and community well-being.

Challenges: Here in the study, the operational meaning of "challenges" denote to the social, economic, cultural, organizational, and infrastructural obstacles that frontier the effective implementation and deployment of CSR programs among tribal communities. It includes low educational interest, lack of responsiveness about development schemes, traditional/unique tribal beliefs and practices, interest less community participation, language gap, inadequate livelihood opportunities, poor infrastructure, and complications in sustaining developmental interferences. Such challenges affect both the employment of CSR programs by the Adani Group and the ability of tribal recipients to entirely access and utilize the opportunities formed through these initiatives.

S. No.	Challenges Identified by Respondents	Respondents (CSR Employees of Adani Group) (%)
1	Lack of awareness regarding CSR programs	82.0
2	Low educational and skill levels	78.0
3	Limited interest in employment and livelihood opportunities	73.0
4	Poor transportation and communication facilities	69.0
5	Cultural and language barriers	94.0
6	Limited community participation in planning	79.0
7	Concerns regarding sustainability of interest	75.0

The research conducted among tribal families in Gangta and Mali villages of Godda district shown that despite the constructive contribution of Adani Group's CSR initiatives, numerous challenges endure to affect the pace and effectiveness of outcomes. The findings specify that 82% of respondents acknowledged lack of awareness regarding accessible CSR programs as a major challenge. About 78% reported insufficient educational achievement and skill levels as barriers to promoting fully from expansion initiatives. Further, 73% of respondents stated that people are not interested in employment opportunities and market linkages provided under CSR activities. It completely restricted sustainable livelihood generation. Roughly 69% highlighted limited transportation and communication infrastructure as a challenge for them in accessing services provided, now they are trying to mitigate this problem. Cultural and language barriers were informed by 94% of respondents, while 79% highlighted unsatisfactory community participation in planning and decision-making processes. Additionally, 75% of respondents expressed distresses regarding the long-term

sustainability of interest of people towards the CSR interventions. These findings recommend that while CSR initiatives have created valuable opportunities for tribal development, greater emphasis is needed on awareness generation among the people, capacity building, community participation, and sustainable livelihood promotion and importantly their sustained interest towards their own upliftment to maximize developmental outcomes.

CONCLUSION

The study examined the opportunities produced and challenges met in the execution of Corporate Social Responsibility (CSR) initiatives among tribal peoples in Gangta and Mali villages of Godda district, Jharkhand, with distinct reference to the Adani Group. The conclusion reveals that CSR interventions have contributed certainly profoundly in the field of tribal development by refining access to education, healthcare facilities, livelihood openings, agricultural maintenance, and community infrastructure. A majority of respondents described that CSR programs improved their standard of life,

reinforced livelihood security, and amplified access to essential services. These results suggest that CSR has appeared as an important additional mechanism for addressing growing deficits among tribal people in the region.

Nevertheless, the study also acknowledged numerous challenges that limit the effectiveness of CSR intrusions, including lack of awareness regarding CSR programs among people, low educational attainment interest, inadequate involvement in skills enhancement initiatives, poor infrastructure of the area, needed time for improvement, cultural and language challenges, limited community participation, and distressed long term interest concerning the sustainability of their participation in development initiatives. These findings indicate that while CSR programs have created developmental openings, structural and socio-cultural barricades continue to constrain the achievement among their target groups.

The findings can be effectively understood through Empowerment Theory, which highlights augmenting people's capacity to gain optimized benefits from resources and their own progress (Zimmerman, 1995). In this perspective, CSR initiatives such as skill improvement, livelihood advancement, educational provision, and women's empowerment programs signify efforts to increase the competences and self-reliance of tribal people. However, the persistence of obstacles such as low awareness and partial participation suggests that enablement remains incomplete. Sincere empowerment necessitates not only the provision of services but also active participation of tribal in planning, execution, and assessment of development programs.

The outcomes are also consistent with the Strengths-Based Perspective in social work, which emphasizes on recognizing and building upon the prevailing strengths, capacities, and flexibility of communities rather than inspecting them exclusively through the lens of shortfalls (Saleebey, 2013). Tribal communities possess rich native knowledge systems, resilient social networks, traditional natural practices, and community unanimity. CSR initiatives that distinguish and assimilate these strengths are more likely to accomplish sustainable consequences. The optimistic impacts testified by respondents indicate that once CSR programs bring into line with local volumes and community needs, they contribute to evocative social and economic development. At the same time, the acknowledged challenges justify the need for culturally sensitive and hands-on attitudes that strengthen the existing communities' possessions rather than striking superficially designed solutions.

Overall, the study accomplishes that CSR initiatives undertaken by the Adani Group have twisted significant opportunities for tribal community development in Gangta and Mali villages of Godda district by cultivating access to education, healthcare facilities, livelihoods resources, living standards, and infrastructure. Nonetheless, the longstanding efficiency and sustainability of these interventions depend upon profoundest community participation, unremitting capacity building, awareness generation, and the

implementation of empowerment-oriented and strengths-based development approaches. Such an approach would not only augment the effectiveness of CSR interventions but correspondingly contribute to comprehensive, participatory, and justifiable tribal development.

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