Revisiting Corporate Social Responsibility in India: Implementing Vedantic Foundation for Sustainable Business Practices

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Abstract

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A Holistically Ethical organization is the need for every Economy as it not only works for itself but is also dedicated to the Nation's Outperformance in the form of Gross Domestic Product and Sustainable Development. Due to the rise in awareness towards People, Planet and Profit, it is of immense significance for organizations to act socially, environmentally and organizationally ethically. Shedding light upon it, this study analyses the unification of Vedantic values, specifically dharma (ethical duty) and karma (right action), within Corporate Social Responsibility (CSR) frameworks in India. With CSR acquiring global significance, Indian companies require approaches that align the company with the country's Ethical and Cultural inheritance. Through a qualitative methodology, the study applies hermeneutic analysis to comprehend selected Vedantic texts in regard to CSR. The study also undertakes Case Studies of leading India Corporations, including Tata Group, HDFC and Infosys, to demonstrate pragmatic applications of Dharma and Karma in Corporate Governance, Sustainability Practices and Community Engagements. The research findings suggest that Vedantic values offer a deeper, culturally more profound and relevant approach to CSR, hence resulting in healthy community relationships, employee satisfaction, and sustainable results. This Vedantic CSR Approach reduces the gap between regulatory compliance with ethical practice, embracing a value-driven, socially responsible model for Indian businesses. The study aims to contribute a novel approach to CSR literature by integrating India's spiritual heritage, providing a unique yet sustainably effective alternative to Western-centric models.

Keywords: Corporate Social Responsibility, Vedanta Principles, Dharma, Karma, Sustainability, Business Ethics

Introduction

In recent decades, the landscape of Corporate Social Responsibility (CSR) has entered the picture as an inevitably critical component of Governance and Business Ethics across the world, securely paving the way in India due to evolving regulatory interventions and societal expectations for holistic stakeholder's duty fulfilment. It has evolved remarkably in India over recent decades, transitioning from a philanthropic dimension of practices to a strategic corporate function. For the matter, the grounding of CSR in India is not new; it has prominent historical roots founded through the heritage, ethical, and spiritual values that have sculpted Indian society for centuries. In addition to the Vedic foundational presence, the shift was accelerated by the Companies Act of 2013, which mandated that certain corporations in India contribute a portion of their profits in the projects towards the benefit of People and Planet. This regulatory change has moved CSR beyond the ambit of simple charity, navigating corporations to integrate social responsibility, sustainable development, and stakeholder consideration into their core objectives. Principles like Trusteeship, Servant Leadership, Seva (Selfless Service to Society) are some of the most followed ancient values rooted in Indian Philosophy forming the basis for CSR Practices.

With the introduction of Global Village concept and integration of Economies, surfacing a significant challenge for Indian Corporations in aligning with the Western CSR Models and Practices as the degree of diversity dimensions in Indian Economy is huge in order to represent the Local Values and Ethical underpinnings. “Values and Ethics” was once considered irrelevant by corporate entities, but now discussion of it is increasingly observed as not only significant but also as critical to a company’s success. While Western views CSR frameworks more often like a regulatory compliance prioritizing profit maximization, Indian corporations are major adopting CSR models that unites with the nation’s cultural heritage. The Indian ideology to CSR majorly exhibits indigenous values, rooted in concepts from the Vedantic texts and Dharmic traditions, which emphasizes ethical duty (Dharma) and the consequences of action (Karma).

One promising approach towards creating a culturally rooted CSR Practices framework in India is through the amalgamation of Values, especially through the principles of Dharma (ethical duty) and Karma (the law of cause and effect). Vedanta, a philosophical lineage grounded in ancient Indian texts and scriptures, suggests a holistic worldview focusing interdependence, responsibility, and the pursuit of righteous deeds. The Dharma and Karma, two underlying bases for Vedanta, gives a moral foundation that helps corporations to view CSR as a duty-driven commitment (Dharma), rather than a mere legal requirement or marketing strategy. These values help in inculcating ethos of “selfless service” (seva) and long-term responsibility towards society, fostering a CSR practice that seeks to balance profitability with societal wellbeing, thus validating ethical responsibilities towards People, Planet and Profit as a whole.

This study intends to analyze how Vedantic values are applied within CSR frameworks in major Indian corporations. By examining the CSR practices of companies like Tata Group, Infosys, and HDFC Bank, this research seeks to understand how Indian corporations utilize the principles of Dharma and Karma to create socially responsible, culturally rooted and financially sound CSR initiatives. The study also considers the unique benefit of this approach, particularly its impact on employee engagement, community relations, and long-term sustainability, while addressing the challenges of integrating indigenous traditional values in a globalised corporate culture.

This study aims to contribute to CSR theory by introducing a culturally informed perspective that consciously integrates India’s Vedantic heritage into CSR frameworks. It provides practical recommendations for CSR practitioners and offers insights into how Vedantic principles can reshape corporate ethics, positioning CSR as an inevitable element and a foundational strength of ethical governance in India. By the means of these insights, efforts are put forth to bridge the gap between Western CSR models and culturally resonant approaches, reinforcing the role of Indian Knowledge Systems in drafting ethical yet pragmatically impactful CSR strategies that benefit both corporations and the communities they intend to serve, thus ensuring balance between People, Plant and Profit.

Literature Review

Evolution and Importance of CSR in India

The concept of Corporate Social Responsibility started with its very traditional practice of charity (Daan) which is deeply connected with the Indian ethos. The traditional principle of Daan aligned with setting aside a portion of the profits for donation or social welfare, which laid down the foundation for early CSR endeavours. Big brands like Tata and Birla started incorporating these initiatives through their foundation and trusts, concentrating on healthcare, sanitation, agriculture, education and social welfare. That era described these initiatives as voluntary and informal acts with no or less integration in corporate strategies (Rizwan, 2024).

Over the last few decades, the concept of Corporate social responsibility has undergone a dramatic transformation (Arici et al., 2024). CSR has now become the pertinent organ of corporate strategy as a component being initially stimulated by unorganized social setup and humanitarian motivation, particularly after the enactment of the Companies Act 2013 that mandated the specified companies to set aside at least 2% of their average net profit over the last three years towards socially viable projects (Hathi, 2014). The mandate has changed the corporate perception by embracing the social responsibilities with the core business objectives, moving beyond charitable donations to sustainability, engagement of stakeholders and legitimate Governance of the corporations. As per scholars, the social environment of India assumes a distinguished CSR framework that is culturally aligned with Indian Philosophy, unlike the Western CSR framework (Dewi et al., 2024).

Whilst the major emphasis of Western CSR Framework is to maximize profit besides this mandatory compliance, Corporations in India are increasingly putting more emphasis on designing CSR frameworks that depict the nation's cultural heritage. Long-term engagements with stakeholders and fostering public trust are the main thrust that could only be possible by incorporating social and ethical principles into CSR models (Srivastava et al., 2024). This shift has been effectively demonstrated by Indian Conglomerates, Infosys and Tata Group and their CSR initiatives assume social responsibility and community-oriented welfare, which is very much evocative of Indian cultural values of collaborative welfare and trusteeship (Prajapati et al., 2021).

Vedantic Philosophies and Corporate Responsibility

An encouraging approach to incorporate Indian values in CSR strategies is through Vedanta Principles, which focuses on moral and ethical conduct, interconnectedness and accountable actions (Padhi et al., 2018). Vedanta being the renowned Hindu Philosophy promotes ethical duties and responsible actions among humans and acknowledges the mutual relatedness of all beings, promoting a sense of welfare of the society as a whole (S & S, 2024). The two most significant concepts of Vedanta, particularly being valid for CSR, are Dharma (righteous Duty) and Karma (Action and its effects) promoting virtuous behaviour among individuals and organisations (Muniapan & Raj, 2014). A holistic and value-based approach could be encouraged by corporations by embedding vedantic principles into the CSR practices that are beyond legal compliance and monetary incentives (Chatterjee, 2015).

Studies have shown that Vedantic Values inspire corporations to consider their responsibilities not only in the aspects of shareholder’s interest but also in broader terms of Societal Welfare, i.e., Indian Philosophical Thought plays a crucial role in shaping Corporate Governance and Corporate Social Responsibility (Muniapan, 2013). This inclination towards Values aligns with CSR’s goals, as it requires corporations to adopt practices having long-term Environmental and Social impacts. To be precise, by adopting Vedantic Principles, corporations direct their attention towards Ethical Governance, Community Engagement, and Sustainable Practices as their foundation for Decision-Making. Vedanta Principles enable Firms to view Corporate Social Responsibility as a form of Selfless service (Seva) that underlines the importance of contribution towards society with a sense of commitment and integrity (Sharma & Talwar, 2005).

Dharmic Beliefs on Business Ethics

A fundamental concept of Vedantic Principle I.e. Dharma or ethical duty encourages actions to be aligned with impartiality, dignity for rules of law and righteousness. Decision-making and corporate governance could be better defined through the lens of Dharma in the world of Business (Dharma & Bhasin, 2010). Previous literature shows that the principle of Dharma could be the guiding force for social responsibility and ethical leadership, encouraging corporations to assume profit maximization as not the end goal but as a means for the welfare of society and achieving larger social objectives (Manda, 2021).

Besides material prosperity, Dharma paves the way for achieving the supreme good (the ultimate goodness) (Sihag, 2005). Dharma is something that supports both worldly wealth and the highest goods at optimum. Dharma incorporates and is composed of all such teachings, principles, ideals, experiences, characteristics that shape an individual's character. As per Indian Philosophy, Dharma Means duty or responsibility, strongly correlated with righteousness and integrity. The concept of trusteeship, where leaders of businesses assume to serve as guardians of all the resources of the enterprise entrusted to them, is also aligned with the Dharma principles (Chattopadhyay, 2012).

Inculcating Dharmic Principles into CSR requires reconsideration of corporate strategies keeping in view to advocate the needs of stakeholders rather than giving priority to short-term gains (Panda et al., 2018). For instance, Enterprises like Infosys and Tata Group considered the Dharmic values in the CSR approach by putting a strong emphasis on community welfare, environmental Sustainability & Social Justice (Gupta, 2007). The ethical obligation of the organization could be achieved by making CSR policies that are aligned with the Dharma values, consequently strengthening public trust and building a sound relationship with local communities. These Dharmic CSR models foster long-term sustainable growth by giving more priority to ethical duties over purely financial gains (Ghosh & Mukherjee, 2020). The four essential organs of Dharma specified in the Bhagwat Gita are Authenticity, Kindness, Peacefulness and Harmlessness. The Bhagwat Geeta also includes the three main paths for attaining Dharma: viz Karma yoga, Bhakti yoga and Jnana yoga. Karma yoga underlines the importance of fulfilling one's assigned responsibility as action is and brings life while death is the result of no action. As per the native abilities, an Individual ought to perform his/her duty as per the assigned responsibilities which not only makes him/her reach his/her potential but also contributes to society's overall well-being.

Karma Yoga in Business Practices

Karma Yoga, the path of selfless action, is another principle of Vedanta that can possibly provide vision to the corporate entities to emphasise on the practices with 'No Conflict of Interest', upon the areas of Corporate Ethics and CSR Initiatives. It reflects the significance of fulfilling one's duties without any attachment to personal gain, i.e., no conflict of Interest, thus heading towards the Collective good. In an Organization setting, Karma Yoga encourages Leaders and Employees to approach their duties and responsibilities with the sense of due diligence and dedication with absolute awareness of the broader impact of their actions. Karma Yoga and its application contemporary Business Ethics have wider influence on the functioning of the business in comparison with what has been perceived. As per this perspective, CSR is no longer a regulatory requirement but a moral duty having greater impact when approached with Humility, integrity and Diligence (Muniapan, 2013).

Based on the existing literature on Vedanta and Spiritual Leadership in Indian Corporations has shown that how Ethical and Responsible Leadership styles can be effectively shaped by the Karma Yoga. It has significantly highlighted the concern Leader following the Karma Yoga are empowered to well-being of their employee and communities, rather than personal interest gratification, be it financial or non-financial (Muniapan, 2013). This perspective fosters a sense of shared responsibility. By adopting the culture of Karma Yoga, employees are encouraged to align their personal Values and interest with the Company's Ethical Vision.

Conclusively, Karma Yoga in CSR Practices can lead to Positive Organizational Culture and Outcomes, such as enhanced employee satisfaction and loyalty. It has been found that, when employees perceive their duties as a part of a larger mission towards serving society, they respond to work with more dedication, commitment and motivation towards the job roles. This underpins the notion that Vedantic Values is favourable not only to external stakeholders but also to internal culture. Thus, building Value-driven Organizational Culture.

Methodology

The study employs a qualitative research design involving Case Study analysis to find out the incorporation of Vedantic Principles especially, Dharma (the ethical duties) and Karma (actions and their ethical consequences), into Corporate Social Responsibility (CSR) operations of leading Indian Businesses. A hermeneutic study is being applied here, as the study is more of an interpreting and philosophical nature, to analyze the Vedic text, existing literature of scholars and the concepts of traditional Indian philosophies in the CSR context. Through the Hermeneutic study, a clear picture of Vedantic Principles in the context of CSR could be interpreted & presented and its impact on corporate ethics could be analyzed. This study has also analyzed leading companies' CSR practices (Tata Group, Infosys & HDFC Bank) and how they are incorporating Vedic Principles into CSR. These institutions are well known for their contribution towards society through their CSR initiatives and their fidelity to ethical conduct based on Indian Philosophies and cultural values. The motive of this study is to find out the real-world application of Dharma and Karma values in the context of business by analysing the CSR initiatives of the above-mentioned corporations. The study also seeks to demonstrate how Indian philosophies can appear in sustainable development, corporate Governance and community development.

The data has been collected from various CSR reports of the selected companies. Various previous studies have been analysed to gather information on CSR Objectives and strategies of the selected firms. The reports analysis provides a detailed overview for CSR activities and their proposed outcomes

Case Studies on CSR and Indian Corporations

Through many decades, we have observed profit-driven motives of Businesses and societal responsibility as a charity or philanthropic approach. However, the CSR practices of Indian Corporations like Tata Group and Infosys have invested their efforts to provide conscious and valuable understanding of culturally knitted, value driven measures towards social responsibility.

These organizations are nothing less than extraordinary for having unified traditional Indian ethics into modern CSR practices to demonstrate, how ethical inclination of business practices rooted in Vedanta and dharma, can lay the foundation for responsible Business practices for employee and community engagement. Till now, these organizations have shown how an organization tremendously outperforms with limited resources by being relatable to the society and joining hands with roots of the country.

Tata Group

Tata group has been observed following the principles of Bhagavad Gita emphasizing on integration, synthesis and team-spirit for peaceful co-existence and mutual interdependence. Since its incorporation, Tata Group has been positioned and recognized for its commitment towards social welfare and environment, which are nothing but a deep rooting of Dharmic principles into the business actions. Their functioning is recognized to be based on the foundation of Trusteeship and Servant Leadership. Wherein, the concept of Trusteeship was coined by Mahatma Gandhi and requires the business to consider themselves as stewards of wealth, responsible for using it to benefit the society. Additionally, Servant Leadership philosophy is grounded on the belief that the most effective leader is one who endeavours to serve others rather than ruling or accumulating power.

Their CSR practices range from Environmental Conservation, Rural Development, Healthcare especially Cancer dimensions to Education at all levels, also including Self Help Groups Supporting Social Welfare Organization, Healthcare Projects, Economic Empowerment, Assistance to Government

Tata Steel's conviction towards Business building while being committed to Sustainable Practices is nothing but the application of Karma Yoga in action (kartavya-parayanta), showcasing strong commitment to ethics and Social Responsibility. They have articulated and adopted the art of innovation (vividha) and Balance (samatva) of Values and Financials.

This Karmic and Dharmic approach of Tata has tremendously impacted its public image, had fostered community correspondence and reinforced Employee Loyalty, thus cultivating a culture of Ethical Responsibility and Social Commitment. Conclusively, has positioned this corporation as the very own corporation of the whole Indian Society.

Infosys

Infosys, another leading corporation in India having its values rooted in Indian Ethical Philosophy. Infosys' CSR Practices are majorly focused on Education specifically digital education, Women Empowerment and Environmental Sustainability Projects. It is well known for its embedding of Dharma and Karma intro CSR Actions reflected through their ideology of interconnectedness. They emphasize that every business action has its repercussions at collective environment level, Societal Level and individual level, thus follows the aspects of Advaita Siddhanta of Indian Philosophy of Ethics. They have centered the spirit of fostering shared responsibility and collaborations.

Parallel to that, Infosys Foundation, the philanthropic extension of Infosys, established in 1996 by Infosys, works on the values Samta (Equity) to support the underprivileged sections of society. It supports programs in the areas of education, rural development, healthcare, arts and culture, and destitute care in remote regions of India.

Infosys' focus on Environmental Sustainability highlights its efforts and commitment towards Karma Yoga, inspiring stakeholders to transact with Social and Ecological awareness. The corporation's usage of Green Technology is a remarkable step towards sustainability, based on the Advaita Concept of Vedanta, reflects their commitment towards environment Stewardship and Trusteeship, underscoring the significance of CSR beyond compliance for Proactive , sensitive and ethically driven contribution towards the Stakeholders.

HDFC Bank

HDFC Bank focuses on Excellence, People

engagement, People Integrity, Customer centricity and Collaboration. HDFC as a corporation, works on the ethical formulations of Modern era derived from the traditional Values of the Indian Society, it follows Karma as their main Dharma, i.e., fulfilling the duties towards all the stakeholders righteously promoting integrity and equity. Their devotion towards ethically integrated and impactful business practices has made this bank to top in the Private Bank Banking Sector. CSR Practices based on Samta principle, strive for the projects beyond the Business thus empowering through Sustainable Livelihood Initiative , Financial Literacy and Inclusion are the edges that positions this organization as more awakened and committed to Stakeholders Welfare.

HDFC Bank's Parivartan project is another example, focusing on rural development, healthcare, and education to foster self-sustaining society. This initiative follows a Karma-inspired measure, where HDFC considers the exhaustive consequences of its CSR deeds and executes programs targeted towards long-term societal benefits.

Drawing a Line of Comparison

Comparative Analysis of Tata and Infosys' CSR Approaches highlights that both the corporations focus long-term societal impact over short-term financial gains, which lines up with Indian philosophical perspectives on ethical conduct and responsible action. Based on the Studies, it is inferred that Tata and Infosys serve as thresholds for other corporations targeting to adopt CSR practices rooted in traditional values. Their conscious initiatives not only fulfill regulatory compliance but also demonstrate how CSR Practices can be effectively a meaningful expression of a corporation's values, strengthening social cohesion and nurturing a sustainable business environment as a whole. However, HDFC Bank looks towards Contemporary Business Value like Integrity, Transparency and Responsibility based on Indian Philosophy of Ethics.

Through the analysis based on Vedantic principles, Tata, Infosys and HDFC Bank, all are having effective CSR Practices reflecting cultural heritage of Ethical Conduct of Indian Society in the collective Business Environment. These corporations illustrate how CSR, when facilitated by Indian Cultural Values such as Dharma, Karma, and Seva, can effectively contribute towards more resilient and Collaborative-Corporate Culture of People Planet and Profit.

Findings and Discussion

This section presents the findings from the study, highlighting Vedantic principles of Dharma and Karma when integrated within CSR frameworks in major Indian corporations, particularly Tata Group and Infosys. The discussion presents unique contributions of Vedantic values to CSR to underscore the cultural specificity and potential advantages of this approach.

Dharma, referred to as ethical duty and social responsibility, forms an underpinning aspect of Vedantic CSR Practices. In relation to CSR, Dharma supports corporations to embrace ethical governance and work as stewards for Holistic Welfare. Indian corporations, such as Tata Group and Infosys, apply Dharma in their CSR practices, considering social responsibility as purposeful duty, i.e., Seva, rather than a legal compliance or Marketing Strategy for Public Relations. The Tata Group Demonstrates this duty-based approach to CSR through its emphasis on social justice, healthcare, and education measures aimed at uplifting marginalized sections of society. Tata's CSR framework reflects a dedication to "trusteeship", which is nothing but an extension of Dharma in the contemporary world, where resources are limited and should be managed for the greater good of society.

Karma, the principle of ethical action/ conduct and its consequences, motivates corporations to have a futuristic approach to CSR, underscoring actions that yield sustainable and positive larger impacts. In the corporate space, Karma underscores the significance of evaluating social and environmental repercussions of business decisions in the long run. By adopting this principle, companies can develop CSR strategies that are parallel with both ethical values and sustainable practices. These pre-eminent Indian corporations, Tata Group and HDFC Bank, exemplify walking the path of Karma in CSR by constructing community-focused initiatives that promote self-sufficiency and resilience. Unlike Western CSR measures that often prioritize regulatory requirement and shareholder value, Vedantic CSR approaches help corporations visualize and pursue social good as an end in itself, rooted deep down in ethical conduct and compassion. This values-driven perspective nurtures a robust sense of purpose among employees, resulting in purposeful duty with higher motivation and loyalty.

While both Tata Group and Infosys unified Dharma and Karma in their CSR to be resonant, their initiatives differ with concern to their organizational cultures and objects. Tata Group's CSR philosophy is prominently Dharma-oriented, with an immense emphasis on ethical conduct and trusteeship. Tata's approach is characterized by a sense of moral responsibility to meaningful contribution to the well-being of society. Infosys, on the other hand, manages to balance Dharma and Karma within its CSR framework, highlighting a Karma-focused approach.

In a nutshell, Tata Group and Infosys help us understand that Vedantic principles can also be inferred and applied in diverse ways within CSR. These case studies showcased how Indian corporations can successfully inculcate Vedantic values to corporate contexts, using culturally resonant practices to approach both immediate and

Table 1: A comparative analysis of the application of Vedantic Principles in CSR in selected firms

Organisation	Focus CSR Areas	Integrating Dharma (Ethical Duty)	Integrating Karma (Action and its Consequences)	Results
Tata Group	Sustainability, Education, Rural Development, Healthcare, Climate Change	CSR seen as the moral obligation or ethical duty towards society that in turn leads to long-term sustainability growth	Initiatives have been taken to preserve the environment and fossil fuels, reflecting action-oriented accountability	Fostered the trust of local communities, protection of the environment, improved literacy, and access to healthcare services
Infosys	Sustainability, Social Well-being, Digital Literacy, Rural Development	Its focus is on fair resource allocation: moral duty to uplift downtrodden sections of society	Initiatives regarding digital literacy have been taken, training programs for rural populations, and career-related programs for employees	Employee satisfaction, improved digital access, and long-term sustainable growth
HDFC Bank	Rural Development, Parivartan Program, Education, Healthcare	Duty-driven healthcare projects: addressed the healthcare needs of underserved communities	Educational projects have been run for rural areas, encouraging development and self-reliance	Improved access to education, healthcare, and sustainable rural development

enduring societal challenges.

Implications for Theory and Practice

The findings of this study intend to hold meaningful implications for both theoretical contribution and measures for practical applications of Corporate Social Responsibility (CSR). By integrating Vedantic values of Dharma, Karma, Samta and Seva into CSR, this study underlines a culturally nuanced approach that resonates with India's philosophical legacy, offering a unique contribution to Vedanta based CSR literature and actionable recommendations for practitioners.

Practical Recommendations

This study offers pragmatic insights for Indian corporations and CSR practitioners looking to align their measures/Strategies with Vedantic values, thereby encouraging a culturally resonant and value-driven CSR Practices. The key practical recommendations are given as follows:

Introduction of Karma Yoga in Business Practices

By the means of introducing Karma Yoga in Business and CSR Practices, corporations can build an environment where in the sensitization towards actions being undertaken is underscored and its consequences are inferred before, so much so that actions are executed ethically.

Integrating Ethical Duty in Corporate Culture

Companies can integrate Dharma by promoting a culture where CSR is viewed as a moral obligation rather than an external mandate. This can be achieved by unifying ethical training rooted in Dharma and concentrating on the role of CSR in employee onboarding and ongoing development.

Focusing on Sustainable, Long-Term Impacts

Inspired by the principle of Karma, corporations should design CSR initiatives with a long-term, sustainable focus, community welfare and environmental stewardship over short-term gains. This may include investment in educational programs, digital literacy, and healthcare initiatives that support self-reliant communities.

Enhancing Employee Engagement

By fostering a sense of purpose through Karma-inspired actions, companies can encourage employees to see CSR as part of their ethical responsibility, enhancing both job satisfaction and loyalty. Organizations can achieve this by involving employees directly in CSR activities, making them stakeholders in the social impact created.

Promoting Ethical Leadership

Leadership development programs that emphasize selfless service, i.e, service with no conflict of interest and ethical duty, inspired by Dharma, can motivate executives and managers to prioritize community welfare alongside profitability, aligning organizational goals with societal benefit.

By adopting these Vedantic-inspired strategies, CSR practitioners can build frameworks that resonate deeply with cultural values, fostering a CSR environment that is both ethically driven and sustainable.

Conclusion

The present study explored the application of Vedantic Principles specifically- Dharma and Karma values within CSR models or initiatives undertaken by selected Companies (Tata Group, Infosys and HDFC Bank) demonstrating these principles in actual practice. Our findings reveal that an ethical depth could be added to CSR by inculcating Vedantic principles into decision-making and policy formulation that could further help our Indian businesses to be viewed as socially responsible enterprises. Both organizations and societies would benefit from this approach, fostering long-term commitments, sustainable growth, value driven relationships, strengthening community bonds and improving employee satisfaction. The study also tries to add to the existing literature on CSR the potential incorporation of Indian ethos or philosophies into modern CSR initiatives.

Limitations and Future Research

While this study provides valuable insights into Vedantic CSR practices, its scope is limited to a qualitative analysis of some case studies in India. Future research could analyze the applicability of Vedantic principles in CSR beyond India, exploring how these values might adapt to global corporate villages and culturally distinct settings. Quantitative studies on the impact of Vedantic CSR frameworks on corporate performance provide a more comprehensive insight of the benefits and challenges of value-driven CSR practices.

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