RESEARCH ARTICLE

"ADVANCING HEALTHCARE THROUGH CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY IN COIMBATORE DISTRICT"

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Manuscript Info	*Abstract*
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	The concept of Corporate Social Responsibility (CSR) has expanded from traditional profit-focused models to include an organization's wider commitment to make beneficial contributions to the environment and society. This study examines the use of corporate social responsibility (CSR) in the healthcare sector in Tamil Nadu, highlighting the importance of companies operating in this field coordinating their operations with social, economic, and environmental concerns. The study explores the different initiatives and activities that healthcare organisations take on to support community development and well-being. The three main pillars that underpin the healthcare sector's CSR initiatives in Tamil Nadu are increasing access to medical facilities, raising public awareness of health issues, and funding healthcare-related projects. Through an analysis of case studies and contemporary practices, this study elucidates the diverse strategies utilised by healthcare organisations in the area to discharge their social obligations. These programmes support the community's overall sustainable development in addition to addressing pressing health issues.

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Introduction:-

The term "corporate social responsibility" (CSR) refers to a business strategy in which organisations accept accountability for the effects they have on the environment and society. Beyond the conventional emphasis on increasing profits and shareholder value, corporate social responsibility (CSR) highlights the significance of making a positive contribution to the planet's and communities' well-being. Businesses that practice corporate social responsibility (CSR) try to balance social, economic, and environmental issues in their operations.The Companies Act, 2013 is India's specific CSR law. The Act mandates that businesses that meet specific requirements give a portion of their income to corporate social responsibility initiatives. According to the Companies Act of 2013, businesses that meet certain requirements must set up a CSR committee, create a CSR policy, and dedicate a minimum portion of their earnings to approved CSR endeavours.

Corporate social responsibility (CSR) in Tamil Nadu's healthcare sector refers to actions and activities conducted by businesses to benefit the local community's well-being and growth. In the healthcare sector, corporate social

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responsibility (CSR) usually focuses on advancing health awareness, expanding access to medical facilities, and supporting projects that are relevant to healthcare.

Purpose:-
An overview of CSR practices of health care sector in Coimbatore District of the Tamil Nadu State in India. The Social and Environmental initiatives of leading companies towards the CSR spent through various projects and Activities.

Objectives of the study:-
1. To understand the concept of CSR.
2. To understand the CSR practices of health care in Tamil Nadu.
3. To find out the specific health care activities and programs as implemented in Coimbatore district.

Research Methodology:-
This study is based on the Primary and secondary data. Sources of secondary data were collected from Annual reports, records, journals, magazines, and websites. The literature survey regarding this and related topics, has been done.The main focus of the study is to identify the role of CSR in health care sector in Coimbatore District.

CSR practices of Health care in Tamil Nadu
In Tamil Nadu, CSR in healthcare could be applied in the following possible areas:
1. Development of Healthcare Infrastructure: Businesses may choose to establish or renovate medical facilities, including clinics, hospitals, and canters, in underprivileged regions of Tamil Nadu.This facilitates easier access to high-quality healthcare treatments.
2. Medical Camps and Outreach Programmes: To provide healthcare services, screenings, and awareness campaigns in distant or economically disadvantaged areas, medical camps and outreach programmes are frequently organised as part of CSR activities. This aids in the early diagnosis and treatment of illnesses.
3. Health Education and Awareness: Organisations can support health education andawareness initiatives by holding seminars, workshops, and informational events on subjects including nutrition, hygiene, and illness prevention.
4. Assistance for Serious Medical disorders: CSR funding may be used to support research and treatment for serious medical disorders that are common in Tamil Nadu. This could include illnesses like dengue, malaria, or other conditions unique to a particular area.
5. Initiatives for Maternal and Child Health: Businesses can sponsor programmes for child immunisation, postnatal care, and prenatal care in order to focus on maternal and child health. This enhances the community's general health and wellbeing.
6. Training and Capacity Building: CSR activities might include funding medical student scholarships, investing in the education of future healthcare professionals, and endorsing skill-building projects for healthcare personnel.
7. Adoption of Technology in Healthcare: Promoting the use of digital health solutions, telemedicine services, and other technology in healthcare can improve the efficacy and efficiency of healthcare delivery.
8. Projects about sanitation and clean water: Reducing the lack of access to sanitary facilities and clean water is essential to averting waterborne illnesses. Projects toprovide sanitary infrastructure and safe drinking water are examples of CSRinitiatives.
9. Community Health Monitoring: Establishing programmes for community health monitoring facilitates the tracking of health indicators, the knowledge of prevalent health conditions, and the development of focused interventions.

CSR practices of Health care in Coimbatore District.
In the context of healthcare activities in Coimbatore or any other location, corporate social responsibility, or CSR, refers to the actions and plans that companies take to address health-related problems and improve the community's quality of life. The following are some possible healthcare-related CSR initiatives that Coimbatore-based businesses could take part in:
1. HealthScreenings and Camps:
   Setting up health camps in the neighbourhood to provide free medical examinations and screenings.
   Concentrating on healthcare preventive initiatives like immunisations and awareness campaigns.

2. Development of Medical Infrastructure:
   Assisting in the construction or renovation of hospitals, clinics, or other healthcare facilities as part of the development of the medical infrastructure. Supplying medical facilities with materials and equipment through donations.
3. Health Awareness and Education:
   Putting on health awareness campaigns to inform the public about different health concerns. Distributing educational materials and planning workshops on subjects such as cleanliness, illness prevention, and nutrition.
4. Assistance for Patients from Poor Families:
   Granting economically disadvantaged people financial help or assistance for medical care. Partnering to develop programmes for free or subsidised healthcare services with hospitals and non-governmental organisations.
5. Training and Skill Development:
   Providing healthcare professionals and support staff with training programmes. Supporting educational programmes that aim to improve people's abilities in thehealthcare industry.
6. Initiatives for Community Health:
   Taking part in community-based health initiatives that target certain health issues in the area. Supporting programmes pertaining to nutrition, sanitation, and the health of mothers and children.
7. Programmes for Employee Health and Well-Being:
   Putting in place health and wellness initiatives for staff members, such as routine physicals, exercise regimens, and stress-reduction classes.
8. Healthcare Research and Development:
   Assisting research initiatives or working with academic institutions to progress medical technology and expertise.
9. Disaster Relief and Immediate Medical Help:
   Being ready to aid in relief efforts and offer emergency medical treatment when calamities strike.

Implementation practices of CSR in Health care sector
In Coimbatore district, as in any other location, the healthcare industry implements Corporate Social Responsibility (CSR) through a mix of direct community development involvement, strategic collaborations, and financial donations. Some common implementation practices are as follows:

Contributionsinfunds:
Sponsoring Health Programmes:
Businesses may set aside money to support certain Coimbatore district health programmes or projects, like vaccination drives, campaigns to avoid illness, or programmes for the health of expectant mothers.

Infrastructure Development:
Funding for the building, remodelling, or enlargement of hospitals, clinics, or other healthcare facilities can have a long-term effect on the healthcare infrastructure.

Strategic Alliances:
Partnership with NGOs and Healthcare Organisations:
Businesses frequently work in tandem with non-governmental organisations (NGOs) or well-established healthcare establishments to take advantage of their knowledge and assets for the successful execution of healthcare corporate social responsibility initiatives.
Government Partnerships: Working with regional or local government health departments helps guarantee compliance with laws and objectives about public health.

Initiatives for Community Health:
Health Camps:
Coordinating routine health camps with medical experts to offer the population free health examinations, screenings, and consultations.

Awareness Programmes:
Holding health awareness events to inform the public about illness management, hygiene, and preventive healthcare measures.

Engagement of Employees:
Volunteer Programmes:
Encouraging staff members to take part in volunteer work relating to healthcare, such as planning health camps, holding blood drives, or sponsoring health education campaigns.

Skill-Based Volunteering:
Directly supporting healthcare initiatives by leveraging the knowledge and abilities of staff members, such as trainers or medical experts.

Innovation and Technology:
Telemedicine Services:
Using technology to improve accessibility to medical consultations by offering telemedicine services, particularly in underserved or rural areas.

Investments in Health Technology:
Endorsing or funding cutting-edge health technologies or businesses that tackle certain healthcare issues in the area.

Observation and Assessment:-
Impact Assessment:
Monitoring CSR programmes' effects on healthcare outcomes regularly and modifying plans as necessary to guarantee long-lasting benefits.

Openness and Reporting:
All stakeholders, including the local community, should be informed about CSR initiatives and their results regularly to ensure transparency.

To ensure the efficacy and sustainability of their activities, businesses should coordinate their CSR projects with the unique healthcare requirements of the Coimbatore district and work with local stakeholders. A key component of successful CSR implementation in the healthcare industry is consistent contact and cooperation with local populations, medical professionals, and governmental bodies.

Research Hypothesis
According to the CSR spent Evaluation, the CSR strategy or behaviours of the firm are influenced by the discrepancy between the firm's CSR performance and its degree of CSR aspiration (positive or negative attainment discrepancy).

Null Hypothesis
H_0**:** There is no statistically significant difference in the Healthcare sector and the amount spent for CSR activities in Coimbatore District.
Alternative Hypothesis
H_1**:** There is statistically significant difference in the Healthcare sector and the amount spent for CSR activities in Coimbatore District.

Variables and Measurement
In the studies, CSR performance was evaluated in a variety of ways, including through scores provided by particular organisations, and authorised websites. Here, Chi Square test used for the analysis.

$$X^2 = \sum \frac{(O - E)^2}{E}$$

X^2 = the test statistic $\sum$ = the sum of

O = Observed frequencies   E = Expected frequencies

Table.1:-The CSR Contribution to Health Care Sectors in Coimbatore District (FY 2021-22).

Sl.No.	Various Education Sector	Amount Spent (Cr.)
1	Poverty, Eradicating hunger, Malnutrition	3.74
2	Safe Drinking Water	0.52
3	Sanitation	0.85

Source: National CSR

The table values revealed that the highest spent for poverty, Eradicating Hunger, Malnutrition was Rs.3.74Cr. and the lowest spent for safe drinking water Rs.0.52Cr.

Table.2:- Amount spent for CSR Activities in Health Care sector.

Chi-Square Analysis									
Demographic Variables			**Amount spent for CSR Activities**				**Total**	**Chi-Square value**	**Sig. Value**	**Inference**
			>1 Crore	1-5 Crore	5-10 Crore	<10 Crore				
Health Care	No	Count	18	19	0	0	37	5.428	0.143	**Rejected H$_0$**
		Total%	14.4%	15.2%	0.0%	0.0%	29.6%			
	yes	Count	33	44	9	2	**88**			
		Total%	26.4%	35.2%	7.2%	1.6%	**70.4%**			
Total		Count	51	63	9	2	125			
		Total%	40.8%	50.4%	7.2%	1.6%	100.0%			

In Health Care sector about 125 various companies in Coimbatore District provided CSR contributions. The amount spent for CSR activities towards the and the Health Care Sector is combined. According to the Chi Square analysis there is no association between amount spent and health care sector. There for, the null hypothesis will not be accepted.

Conclusion:-

The study's conclusion highlights the changing nature of Corporate Social Responsibility (CSR) in Tamil Nadu's healthcare industry, demonstrating a move away from profit-centric strategies and towards a more comprehensive commitment to societal well-being. The region's healthcare institutions are realising more and more how critical it is to match their operations with social, economic, and environmental factors. A comprehensive approach to CSR initiatives in the healthcare industry is shown by the three major pillars that were identified: improving access to medical facilities, increasing public knowledge of health issues, and funding projects related to healthcare. Organisations that strategically concentrate on these areas support both the community's overall sustainable development and public health improvement.

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