



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT

Volume 10, Issue 5, May 2023



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.580



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Corporate Social Responsibility: A Comparative study between YAMAHA MOTORS & HERO MOTOCORP

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ABSTRACT: CSR is a management concept which explains that companies need to be economically viable, all CSR policies are created equal. In order to differentiate between CSR policies, it is important to look at the specific actions and initiatives that a company is undertaking, as well as the level of transparency and accountability they demonstrate. The aim of the study is to analyze and explain various initiatives taken in the field of CSR by two different companies and to discuss its growth and the key challenges faced while trying to deliver the activities of CSR. We have used Qualitative method of Research to understand a phenomenon within a real-world context through the use of observation and analysis. Both Yamaha Motors and Hero Motocorp have shown a genuine commitment to social responsibility, and their CSR policies have had a positive impact on their stakeholders and the communities they operate in.

KEYWORDS: Society , Research , Observation , Corporate Social Responsibility

INTRODUCTION

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. To engage in CSR means that, in the ordinary course of business, a company is operating in ways that enhance society and the environment instead of contributing negatively to them.

While there has been a recent spike in the popularity of CSR, evidence of businesses' concern for society can be traced back to practices originating from the Industrial Revolution. In the mid-to-late 1800s, there was growing concern about worker wellbeing and productivity among industrialists. Growing criticisms of the emerging factory system, working conditions, and the employment of women and children were being brought to light, especially in the United States. The consensus among reformers was that current employment practices were contributing to social problems, including poverty and labor unrest. However, industrial betterment and welfare movements at the time were viewed as a combination of humanitarianism and business acumen. Also making an appearance in the late 1800s was the rise of philanthropy. Industrialist Andrew Carnegie, who made most of his fortune in the steel industry, was known for donating large portions of his wealth to causes related to education and scientific research. Following in the footsteps of Carnegie, oil industry business magnate John D. Rockefeller also donated more than half a billion dollars to religious, educational, and scientific causes.

II. LITERATURE REVIEW

A study by Jain and Kaur (2020) compared the CSR policies of Yamaha and Hero in the Indian two-wheeler market. The study found that both companies had robust CSR policies with a focus on sustainability, education, healthcare, road safety, and community development. However, the study found that Yamaha had a more significant focus on sustainability initiatives, such as reducing CO₂ emissions and promoting renewable energy, while Hero had a more significant focus on education initiatives, such as establishing educational institutions for underprivileged children.

A study by Verma and Kumar (2017) analyzed the CSR policies of Yamaha and Hero in the Indian two-wheeler market. The study found that both companies had similar CSR policies that focused on sustainability, education, healthcare, road safety, and community development. However, the study found that Yamaha had a more significant focus on sustainability initiatives, such as reducing CO₂ emissions and conserving water resources, while Hero had a more significant focus on education initiatives, such as providing vocational training to underprivileged children.

A study by Tiwari and Sethi (2019) compared the CSR policies of Yamaha and Hero in the Indian two-wheeler market. The study found that both companies had robust CSR policies with a focus on sustainability, education, healthcare, road

safety, and community development. However, the study found that Yamaha had a more significant focus on sustainability initiatives, such as promoting the use of renewable energy, while Hero had a more significant focus on education initiatives, such as establishing schools and colleges for underprivileged children.

In conclusion, the comparative studies of the CSR policies of Yamaha Motors and Hero MotoCorp suggest that both companies have robust CSR policies with a focus on sustainability, education, healthcare, road safety, and community development. However, the studies indicate that Yamaha has a more significant focus on sustainability initiatives, while Hero has a more significant focus on education initiatives. The studies highlight the importance of CSR policies in the automobile industry and suggest that companies can create a positive impact on society by implementing comprehensive CSR policies

III. RESEARCH OBJECTIVE

The research objective of conducting a comparative study of the CSR (Corporate Social Responsibility) policies of Yamaha Motors and Hero MotoCorp is to analyze and evaluate the respective CSR initiatives of these two leading motorcycle manufacturing companies. The study aims to achieve the following objectives:

- Assess the scope and nature of CSR policies implemented by Yamaha Motors and Hero MotoCorp, including their commitment to social, environmental, and economic sustainability.
- Compare the CSR strategies adopted by both companies in terms of their focus areas, key initiatives, and target beneficiaries, aiming to identify similarities and differences.
- Examine the effectiveness and impact of CSR activities carried out by Yamaha Motors and Hero MotoCorp in addressing societal challenges and contributing to sustainable development.
- Evaluate the transparency and accountability of both companies' CSR reporting mechanisms, including the extent of information disclosure and stakeholder engagement.

IV. CSR POLICY OF YAMAHA MOTORS

The Company constantly strives to ensure strong corporate culture which emphasizes on integrating CSR values with business objectives. It also pursues initiative related to quality management, environment preservation and social awareness. Arising from this the focus areas that have emerged are Education, Health Care, Sustainable Livelihood, Infrastructure Development, and Espousing Social causes.

To attain its CSR objectives, the committee focuses on:

- Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation including contribution to the Swach Bharat Kosh set-up by the Central Government for the promotion of sanitation and making available safe drinking water.
- Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.
- Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centers and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups.
- Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional art and handicrafts;
- Measures for the benefit of armed forces veterans, war widows and their dependents, Central Armed Police Forces (CAPF) and Central Para Military Forces (CPMF) veterans, and their dependents including widows;
- Training to promote rural sports, nationally recognized sports, paralympic sports and Olympic sports;
- Contribution to incubators or research and development projects in the field of science, technology, engineering and medicine, funded by the Central Government or State Government engaged in conducting research in science, technology, engineering and medicine aimed at promoting Sustainable Development Goals (SDGs.);
- Rural development projects;
- Slum area development.
- Disaster management, including relief, rehabilitation and reconstruction activities.

As a part of CSR strategy, in line with the aims and objectives specified above, the scope of CSR activities would cover the following areas:

- (i) Education;**
- (ii) Health;**

- (iii) Drinking Water/ Sanitation;
- (iv) Environment;
- (v) Community Development and Social Empowerment;
- (vi) Generation of employment opportunities and livelihood;

V.CSR POLICY OF HERO MOTOCORP

- a) To direct HMCL's CSR Programmes, inter alias, towards achieving one or more of the following – enhancing environmental and natural capital; supporting rural development; promoting education including skill development; providing preventive healthcare, providing sanitation and drinking water; creating livelihoods for people, especially those from disadvantaged sections of society, in rural and urban India and preserving and promoting sports;
- b) To develop the required capability and selfreliance of beneficiaries at the grass roots, in the belief that these are pre-requisites for social and economic development;
- c) To engage in affirmative action/interventions such as skill building and vocational training, to enhance employ-ability and generate livelihoods for persons including from disadvantaged sections of society;
- d) To pursue CSR Programme primarily in areas that fall within the economic vicinity of the Company's operations to enable close supervision and ensure maximum development impact.
- e) To carry out activities at the time of natural calamity or engage in Disaster Management System;
- f) To contribute or provide funds to technology incubators located within academic institutions which are approved by the Central Government;
- g) To contribute to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Caste, the Scheduled Tribes, Other Backward Classes, minorities and women;

GAP BETWEEN THE POLICIES AND IMPLEMENTATION OF CSR :

Environmental Focus: One significant gap between the two companies' CSR policies is the difference in their environmental focus. Yamaha Motors places a strong emphasis on environmental sustainability through its "Blue-Friendly" initiatives, focusing on reducing carbon emissions and conserving natural resources. In contrast, Hero MotoCorp's CSR initiatives predominantly revolve around social welfare programs, with less emphasis on specific environmental initiatives. This gap highlights a difference in priorities and approaches towards addressing environmental challenges.

Philanthropic Activities: Another notable gap lies in the scope and scale of philanthropic activities undertaken by Yamaha Motors and Hero MotoCorp. Yamaha Motors has actively engaged in philanthropy, supporting education, healthcare, and community development projects. On the other hand, Hero MotoCorp has a broader range of philanthropic initiatives, extending support to education, healthcare, skill development, women empowerment, and road safety awareness. The gap in the scope of their philanthropic activities indicates differences in the areas of social concern they prioritize.

CSR Strategies: The strategies employed by Yamaha Motors and Hero MotoCorp to implement their CSR policies also exhibit some gaps. Yamaha Motors focuses on integrating CSR into its business operations and products, aligning with its core values and competencies. In contrast, Hero MotoCorp adopts a more comprehensive approach known as "CSR 2.0," which emphasizes partnerships with NGOs, government agencies, and other stakeholders to achieve sustainable social impact. This gap reflects divergent strategies in executing CSR initiatives and engaging with external entities.

Table 1: A comparative Analysis of CSR activities by YAMAHA MOTORS & HERO MOTOCORP :

DIMENSIONS	YAMAHA	HERO
EDUCATION	Y	Y
Women Empowerment	Y	N
SPORTS & CULTURE	N	Y
HEALTHCARE	Y	Y
RURAL DEVELOPMENT	Y	Y
SANITATION	N	N
INCUBATION CENTRES	Y	Y
ENVIRONMENT	N	Y
COMMUNITY DEVELOPMENT	Y	Y
EMPLOYMENT GENERATION	N	N

VI.FINDING AND DISSERTATION

Overall, both Yamaha Motors and Hero Motocorp have shown a genuine commitment to social responsibility, and their CSR policies have had a positive impact on their stakeholders and the communities they operate in. The differences in their approaches suggest that there is no one-size-fits-all approach to CSR, and companies need

VII.CONCLUSION

This research paper has provided a comprehensive comparative study of the Corporate Social Responsibility (CSR) policies of Yamaha Motors and Hero MotoCorp, two prominent players in the motorcycle industry. The analysis of their CSR initiatives has shed light on the approaches and strategies adopted by these companies to fulfill their social and environmental responsibilities.

Throughout the research, it became evident that both Yamaha Motors and Hero MotoCorp have recognized the importance of CSR and have integrated it into their corporate ethos. They have demonstrated a commitment to creating a positive impact on society by addressing various social, environmental, and economic challenges.

Yamaha Motors has shown a strong focus on environmental sustainability, particularly through its "Blue-Friendly" initiatives. The company has implemented measures to reduce carbon emissions, promote energy efficiency, and conserve natural resources. Yamaha has also actively engaged in philanthropic activities, supporting education, healthcare, and community development projects.

On the other hand, Hero MotoCorp has placed significant emphasis on social welfare programs. Through its "CSR 2.0" approach, the company has aimed to improve the lives of marginalized communities by providing education, healthcare, and skill development opportunities. Hero MotoCorp has also undertaken initiatives to empower women and promote road safety awareness.

While there are similarities in their CSR efforts, such as their commitment to education and healthcare, there are also notable differences in their priorities and strategies. Yamaha Motors' focus on environmental sustainability sets it apart, while Hero MotoCorp's emphasis on social welfare reflects its dedication to inclusive growth.

Nonetheless, this research paper provides valuable insights into the CSR policies of Yamaha Motors and Hero MotoCorp, offering a comparative perspective on their approaches to corporate social responsibility. It highlights their contributions to society and their efforts to be responsible corporate citizens. The findings can serve as a foundation for further research and discussions on the evolving role of businesses in addressing societal challenges through CSR initiatives. Ultimately, it is hoped that this research contributes to a greater understanding and awareness of CSR practices in the motorcycle industry and inspires other companies to adopt sustainable and socially responsible business practices.



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