
A STUDY ON CSR INITIATIVES AND SUSTAINABLE PRACTICES BY HOSPITALS FOR ENHANCED BRAND IMAGE & REPUTATION IN PUNE CITY

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Abstract:

The purpose of this research paper is to understand various Corporate social responsibility (CSR) Initiatives and Sustainability approaches adopted by Healthcare sectors with respect to Hospitals in Pune City. This Research paper aims to understand the importance of Hospitals adopting to CSR and Sustainability for enhanced brand Image and Reputation. The Healthcare sectors are complex organization and though not marketed for making profits but they are commercial business entities which create positive brand Image and Reputation through various marketing efforts. The present study identifies CSR Initiative and sustainability approaches adopted by Hospitals as a significant tool for enhancing brand Image and reputation of Hospitals. The paper explains various CSR initiatives of Hospitals in Pune City and explores the Sustainability, adopted and its significance for Enhanced brand Image and Reputations. The paper provides answers to if CSR initiatives undertaken by hospitals and sustainable practices adopted by Hospitals are gaining so much attention among the Healthcare sectors for enhanced brand Image and Reputation.

Keywords —Corporate Social Responsibility, Sustainable development goals, Sustainability, Brand Image, Reputation, Hospitals

INTRODUCTION

There are numerous challenges posed to various organizations in business like hospitals as health care sector, medical profession, the government, health care provider, as well as for business manager of health care. One of them is to ceaselessly discover and investigate various approaches to guarantee that the government aides of individual patients remain the most extreme supremacy and advance medical care value by means of corporate socially dependable exercises. It gets imperative for Hospitals as Healthcare suppliers to genuinely grasp corporate social obligation (CSR) and moral rules that would advance equivalent dissemination of medical services assets. Applicable CSR exercises would be accomplished by making the main medical issues in a given society the highest need of medical care associations **Dina Siniora (2017)**.

The significance of CSR Initiatives and Sustainable development goals is well recognized by healthcare providers and Pharmaceutical companies. Due to social and economic realities such initiatives are widely expected from corporations and organizations. Business organizations are also expected to have a responsibility towards stakeholders, society and future generations. The social, health and environmental problems faced by society suggests responsibility towards Healthcare sector and Pharmaceutical companies.

The critical duty of any association is to illuminate itself about its impact on social orders various requirements and destinations and to be smart and open, reacting, responding promptly expeditiously to the requests of every one and all its stakeholders.

This research is an attempt to understand the CSR Initiatives and Sustainable Development Goals Adopted by Hospitals in Pune City and to understand if it contributes for enhanced brand Image and Reputation for Hospitals. **Dina Siniora (2017)**.

LITERATURE REVIEW

As per **Dina Siniora (2017)** CSR can be done in 3 ways :

1. **Required of business by society**—the "must do" part of social duty which is needed for company's practical presence. Models like the conveyance of items or administrations in great quality and at a reasonable value, consistence with laws and guidelines, work at reasonable and living wages and in

respectable working conditions, benefit settling on, and insightful vital choices. Drug organizations, as essential drivers of globalization are profoundly expected to achieve duties that go past what laws require, for example, remedying weaknesses. They are required to help in gifts in instances of intense crisis and perform differential costs for patients in helpless nations.

2. Expected of business by society— the "should do" part of social duty: this likens to "great corporate citizenship". Models incorporate extra-lawful commitments like dodging sketchy practices and being reasonable and receptive to genuine worries of impartial partners, just as working authentically past legitimate prerequisites where nearby lawful conditions don't fulfil edified guidelines, for example, with respect to social and natural lead. This measurement identifies with the ten standards of the United Nations Global.

3. Desired of business by society— the "can do" part of social obligation, the self-realization of which legitimizes public commendation. Instances of the "would do" dimension be able to incorporate corporate generosity, network and neighbourhood projects, volunteerism, and gifts. "Alluring" activities cover a component of social obligation that is neither legally necessary nor by standard industry practice. Conveyance on the "can do" standards of social duty won't secure an organization whose real activities don't follow the law or different parts of the "must do" measurement. Be that as it may, this measurement can offer individuals considerable social and different preferences. Models include: free preparing openings utilizing organization structure; grant for youngsters in low-pay gatherings; psychosocial care for representatives with explicit illnesses; Corporate charity; use past a partnership's solid; Healthcare Organizations and drug organizations, having both monetary capitals and information and experience, can give prescriptions for destitute individuals or treat impeded weak individuals.

As per **Lee & Kotler,(2013)** has defined Corporate Social Responsibility as all activities undertaken by businesses that plans to add to cultural objectives that are of a humanitarian, extremist, or magnanimous nature or by participating in or uphold chipping in or morally situated practices. It gives an agreement that a maintainable wellbeing and care framework is accomplished by conveying top notch care and improved general wellbeing without debilitating regular assets or causing serious environmental harm. Moving towards sustainable health and care system.

A sustainable health and care system:

1 - Sustainable Health and Care Sector: This includes 'greening' the area with specific consideration regarding energy, travel, squander, obtainment, water, foundation transformation and structures. This guarantees assets (physical, monetary and human) utilized in the area are:

Utilized effectively (for example structures and homes are all around protected and utilize less fuel to warm)

Utilized mindfully (for example clinical waste is discarded securely to ensure safety of nearby individuals)

2 - Sustainable Health Care: This is somewhat more extensive (however more medical services explicit) than point 1 and includes working over the wellbeing framework and accomplices to convey medical care that convey on the triple primary concern for example concurrent monetary, social and ecological quantifiable profit. It incorporates adjusting how we convey administrations, wellbeing advancement, more avoidance, corporate social obligation and growing more practical models of care. A feasible method of living:

3 - Sustainable Health and Well-being: This is the broadest level and includes considering the manageability of all that impacts on wellbeing and prosperity (for example instruction, cultivating, banking and so on)

HBR Article written by **Rangan, K., Chase, L., Karim, S. (2015)** clarifies that doing CSR exercises moderate dangers, improve notoriety, and commitment to business results, that is all to the great. This article discloses with regards to why firms must pull together their CSR exercises on this

principal objective and gives a precise cycle to carrying rationality and order to CSR systems. The paper ponders on to think on CSR helps to enhance reputation, overcome risks and in a way add to Business wellbeing.

Sabru, V.K. (2019) has provided insight how corporate houses in India like TATA group has launched CSR initiatives to target the problem of growing mental illnesses in India through the Udaan Initiative of Tata Trusts .

Omar Awad Aljaberi, Matloub Hussain & Paul R. Drake (2017) in their research paper have proposed certain sustainability factors , sub factors and its importance in Healthcare sector. They have discovered with 31 manageability sub components dependent on assessments by experienced medical services experts. Their work adds to explore on manageability, giving planners and specialists a useful way to gauge and actualize maintainability factors in wellbeing associations.

Anushree Poddar Sapna A. Narula Ambika Zutshi (2019) in their research paper have provided understanding of how organic linkage exists between the corporate social responsibility (CSR) exercises embraced by the Indian corporate area and their arrangement with the Sustainable Development Goals (SDGs) from 2014–2016. The examination distinguish basic zones relating to SDG objectives which are frequently dismissed by corporate area as for CSR ventures done. More CSR ventures should have been drawn towards environmental change, biodiversity, Sustainable utilization and creation, marine life and rationing greenery. The sectoral investigation uncovers that the organizations falling under areas that have a higher ecological impression and effect are more worried about taking up activities through CSR.

Luu Trong Tuan (2012) In his investigation intends to examine the linkages among corporate social obligation (CSR), initiative, and brand value in medical clinics in Vietnam. Their examination dependent on Transactional initiative is connected with lawful CSR and financial CSR. Groundbreaking authority, then again, develops moral CSR, which thus decidedly impacts brand value. Study thought that there exists an immediate scaffold between groundbreaking authority and brand value was additionally identified.

The investigation gave result that among all the Islamic Banks (IB), Islamic Bank Bangladesh Limited has done the most noteworthy commitment in medical care CSR by building up emergency clinics, working wellbeing camps, giving clinical help, help to mother and neonatal etc. The discoveries of this examination exhibit that IBs are occupied with medical care activities, which have been expanding fundamentally throughout some stretch of time.

Meher Gupta (2019) has deliberated in his research that healthcare as one of the most popular fields that companies launch their CSR initiatives, constitutes to about with 24% of the overall CSR spending in India being allocated to it. Paper provides review on CSR spending on Mental Health care being minimal. The paper also explain the efficiency and effectiveness of CSR programs in India that aim to generate awareness about mental health and provide diagnostic treatments.

Shahid Akhter (2016) deliberated in her article in Economic times that though cost management is deemed to be the backbone of the health care Industry , it is important to understand what makes Efficient cost Management the future of sustainability. She deliberates on key drivers of sustainability in her paper.

Umesh Isalkar (2016) has stated that Sassoon Hospital through citizens' participation , the hospital has procured medical equipment worth 3 crore rupees and started a slew of facilities for needy. The Sassoon Hospital administration's model of channelizing funds from religious bodies temples trusts, corporate and non government organizations have bought about makeover of hospitals kitchen , and also started a range of services , including human milk bank for orphans and ill babies , obstetrics ICU for serious mothers , a haemophilia centre free treatment of patients with the blood disorders and shelters for patients relatives.

Other initiatives included by Sassoon Hospital include funding by Alumni 1992 batch donated 55 textbooks of Rupees 37000 to central library. Public initiatives of Transferring funds per month to the hospital throughout their life as donations leading to sponsorship for poor patients As many as 178 homeless patients who are abandoned are rehabilitated through such initiatives. Pune based Shreemant Dagaduseeth Halwai Sarvajanic Trust has renovated hospitals kitched with a donation of 1.5 crore. Trust also provide daily breakfast , lunch and dinner to about 1000 patients free of cost .State Bank of India has provided 20 trolleys and 20 wheelchairs , Bank of Baroda provided financial assistance to start Human Milk Bank . Bharat Forge donated 210 waiting room chairs for patients and relatives. "The Hospital has been trying to get exemption 80 G for donations to Hospital and BJ Medical college to motivate people to contribute for patient welfare.

Sahyadri Hospital in Pune has also taken various CSR initiatives like

Health scheme for the poor: Sahyadri Hospital approached and acknowledged the Government wellbeing plan for poor-Rajeev Gandhi Jeevandayee Yojana. It is a main private tertiary consideration clinic set up in Pune to attempt this plan and has treated in excess of 1700 patients and performed in excess of 600 heart medical procedures for the oppressed masses. Another such Initiative incorporates

Health Camps for under privileged: As a piece of Social Responsibility, Sahyadri Hospitals routinely directs free wellbeing check up camps in fringe portions of Pune, where individuals are denied of value wellbeing administrations.

Sakal Sahyadri Suraksha Kawach: Development on the government assistance of Senior Citizen Health, Sahyadri Hospitals Ltd. has stretched out its administrations to Community based Health Cover Services for different age gatherings and conservative conditions. The senior resident plan is an interesting assistance; since it is perceived to be the first of its sort, in the entire nation. The enlisted individual gets significantly more than his instalment towards the plan which is simply unfathomable. In 2006 as Sahyadri Specialty Hospital, Karve street was the main clinic, offering such types of assistance it was not essentially advantageous for everyone to profit the administrations. Sahyadri has now thought of its branches in different pieces of the city and the plan is turning out to be Self-supporting. The expansion in footfalls of the senior resident and unquestionably in light of incredible administrations offered to them, their relatives additionally visit here. It has produced gigantic "Kindness" and "TRUST". Sahyadri Hospitals Ltd. begun Senior resident plan with Pune Municipal Corporation in 2006 for a very long time. After that it had tie up with The Federation of Senior Citizen's Organization of Maharashtra (FESCOM) for one year and for most recent two years Sakal Papers Ltd. is included during the current Second Innings Corner. This Senior Citizen Health Welfare Scheme is famous in the public eye as Sakal Sahyadri Suraksha Kawach. In excess of 60000 senior residents have taken advantage of the plan. Under the plan, limited Out Patient Department benefits are additionally given, alongside Inpatient administrations. In excess of 100 patients take advantage of these at all units of Sahyadri in Pune.

Samavedana : Feel Together, Heal Together another activity began by Dr. Charudutt Apte who was instrumental to build up a Charity store by the name 'SAMAVEDANA' in the year 2003 for treatment of helpless patients with claim to fame sicknesses where specialists don't charge any fee.'Samavedana' signifies to comprehend ones' agony and act towards facilitating it. Working in Treatment, Prevention and Awareness are Samavedana's center arms to address issues of the denied masses. SAMAVEDANA till today has recorded more than 1000 recipients of claim to fame care and has spent Rs. 6.66 crore on foundation for the helpless patients, it has additionally done free disease screening for in excess of 12000 poor metropolitan and country ladies in 7 years. Different Initiatives under this incorporates school wellbeing programs, Women malignancy screening and care, Mobile facility ,Financial guides to patients, Organ gifts and so forth .This includes 16 years of administration, more than 30000 beneficiaries, more than 2.8 Cr yearly spending plan and more than 6000 benefactors.

The Medical Social Work (MSW) Department which works intimately with Ruby Hall Clinic's group of medical care experts to guarantee top notch care for patients and their families. Clinical Social specialists give an interesting and basic piece of patient consideration by taking care of social, ecological, monetary, and feelings of the patients and families, over the continuum of care offered by the different projects and administrations at Ruby Hall Clinic. The MSW centers around Counseling for patients/relatives to advance ideal passionate wellbeing and adapting to the situation. Organise uphold bunch exercises. This help is stretched out to the patients as well as to relatives, companions, and medical care experts. Backing is offered through correlative treatments, directing, data, and instructive and strong programs. Give data about and reference to network assets for help with monetary concerns, transportation issues, and housing during treatment. Give help to patients who are needing monetary assistance. Give data about sickness and reference to support associations. Arrange in-house preparing to different individuals from the medical care group.

Ruby Hall has received an entire structure way to deal with supportability and has executed a variety of energy productive measures to diminish energy utilization, decrease ozone depleting substance emanations and improve the nature of patient consideration through Honeywell support. To Build a Green Hospital and ensure sustainability and efficiency, it is important to incorporate the green elements right from designing the building. Almost 60% of energy used in a hospital is actually for air conditioning and lighting. To conserve energy without impacting the core functioning of any medical equipment, especially lifesaving equipment is the biggest challenge. For this project Conserve resolute on 42 specific activities in the areas of Sustainable points like , Energy & Atmosphere ,Water Efficiency, Indoor Air Quality, Materials & Resources and Innovation in approaches of Design which also enabled them to a Gold Rating quality certification.

Various activities were undertaken to reach the goal of becoming a green hospital such as use of ecologically friendly building materials, energy efficient building envelope optimizing the requirement for air-conditioning and lighting, real time monitoring and control of energy & environment parameters using state of art building management systems.

100% waste water treatment with re-use, 100% rainwater harvesting and 100% organic waste composting onsite were the key determining factors, considering high waste generation in hospitals.

RESEARCH METHODOLOGY

a) Research Questions (RQ)

Based on Literature Review following research questions were coined:

1. What are the various CSR initiatives undertaken and sustainability practices adopted by selected Hospitals in Pune City?
2. Do the various CSR Initiative and Sustainability practices adopted by selected Hospitals in Pune are contribute significantly in creating positive Brand Image and Reputation towards Organization?

b) Objectives of the Study

Following are the objectives proposed for the study :

1. To find out the various CSR initiatives undertaken and sustainability practices adopted by selected Hospitals in Pune City.
2. To understand if CSR Initiative and Sustainability practices adopted by selected Hospitals in Pune are significant in creating positive Brand Image and Reputation towards Organization.

c) Sample Design

This Research is based on desk research (secondary) Necessary literature relevant to the field or healthcare and few unrelated research on CSR and Sustainability was studies and insights were taken for forming the premise and foundation for research . The necessary objectives were coined on the extensive literature review done. This is a predictive study done based on review of literature in the field of Healthcare with respect to Hospitals .

DATA COLLECTION

The Data was collected from Hospital websites ,articles, blogs, research paper, journals, newspaper and relevant sources to gather information to provide understanding for study and identify the various initiatives and activities done by Hospitals with respect to CSR and Sustainability approaches.

DATA ANALYSIS AND INTERPRETATION:

Since the research was secondary research data was analysed on the information collected and interpreted for predictive findings. Analysing the literature provided insights on predictive study providing answers and leading to interpretation for understanding and concluding how these initiatives are important for Brand Image and Reputation for Hospitals.

CONCLUSION

On the basis of Literature review and interpretation of the literature necessary conclusions were made for the research .While we see CSR initiatives are imperative to healthcare organizations like hospitals. They still are not practices by all, in cases if they are even practiced the sustainability issues are still in nascent phase in hospital sector. While it is required for hospitals to adopt to sustainable practices its impact on Good will, trust, image and reputation is significant. This itself provides necessary reasons to adopt to the practices. However these practices required time effort and cost as challenges and hurdles for conversions but one should remember the fruits and the effort to outcome results are quite appreciable and hence sustainability through CSR initiatives are significant for organizations. It is also concluded that Hospitals use various CSR initiatives and few having impact on sustainability which can frame positive opinion about the hospital in the minds of stakeholders including patients. It is interesting to see that other giant corporate like Abil group, Tata, Jio, Infosys, Bajaj and trusties group etc actually invest for CSR initiatives in Hospitals sector and sponsor many things in cash and kind for the benefit of Hospital consumers and society at large. CSR made compulsory for corporate and hospitals benefiting through CSR Initiatives done by Business organizations will help Hospitals to shift towards sustainable developments in future

DISCUSSION

It is seen Hospitals in Pune undertake various CSR Initiatives as evident through literature review through various sources of data collection .The CSR and Sustainability initiatives are gaining importance over time. Few Hospitals also have adopted to sustainability approaches showing they are environmentally responsible and take initiatives to conserve the ecosystem. Only few Hospitals have realised the importance for sustainability as key objective for being environmentally responsible and also take understand appropriate measures required to be taken for being socially responsible through CSR and Sustainability approaches. It is important to understand that adapting to sustainable approach is cost incurred by Hospitals and so it is evident through research that not many hospitals have adopted to sustainability approaches. Hospitals are facing various myriads of challenges for conversions to adapt to sustainability. While adopting to sustainable development processes and systems one needs to understand the importance why it is required for hospitals to adopt to such practices .These practices in long run would create a sense of trust good will and creates positive brand Image in the minds of patients who view the Hospitals as serving them with a social approach and responsibility towards society, environment and economy ensuring human welfare at its heart.

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