
A STUDY ON CSR AND ETHICAL WORK CULTURE

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DOI: <https://doi-doi.org/101555/ijarp.3858>**ABSTRACT**

Corporate Social Responsibility (CSR) and ethical work culture have become critical determinants of sustainable business success in the contemporary corporate landscape. This study explores the CSR strategies and ethical practices adopted by Welspun BAPL Pvt Ltd, a key automotive component manufacturing subsidiary within the Welspun World conglomerate. While specific CSR initiatives under Welspun BAPL are part of the larger Group's social value framework, the company's Environmental, Social, and Governance (ESG) commitments reflect its proactive stance toward community engagement and ethical conduct. Welspun's broader CSR ecosystem, led through initiatives such as the "We Volunteer" program and Welspun Foundation activities (focusing on education, empowerment, environment, and health), demonstrates the Group's intent to generate sustainable social value beyond compliance obligations.

At the operational level, Welspun BAPL integrates ethical practices in its workplace culture by emphasizing safety, human rights, and worker wellbeing, with mechanisms such as grievance redressal systems and zero tolerance for forced or child labor. These measures are aligned with global human rights frameworks and underscore the company's commitment to ethical labor standards.

The company also adheres to formal ESG policies and Codes of Conduct, enhancing governance and accountability within its workforce and supply chain. Such frameworks foster transparency, reinforce ethical decision-making, and help embed CSR values into everyday business processes.

KEYWORDS; Corporate Social Responsibility (CSR), Ethical Work Culture, Welspun BAPL Pvt Ltd, Environmental Social Governance (ESG), Corporate Governance, Business Ethics, Employee Welfare, Workplace Ethics, Sustainability, Stakeholder Engagement, Code of Conduct, Human Rights Compliance, Organizational Culture, Community Development, Sustainable Development.

INTRODUCTION

Corporate Social Responsibility (CSR) and ethical work culture have become essential components of modern business practices. In today's competitive and socially aware environment, organizations are not only expected to generate profits but also to contribute positively to society and maintain high ethical standards within the workplace. CSR refers to a company's commitment to operate in an economically, socially, and environmentally sustainable manner while balancing the interests of various stakeholders.

A strong ethical work culture, on the other hand, ensures that employees behave with integrity, transparency, and accountability in their daily activities. It includes values such as honesty, fairness, respect, and compliance with organizational policies and legal frameworks. An ethical workplace fosters trust among employees, improves morale, and enhances overall organizational performance.

Welspun BAPL Pvt Ltd, located in Karukondapalli, is part of the renowned Welspun Group, which is known for its commitment to sustainability, innovation, and responsible business practices. The company actively engages in CSR initiatives aimed at community development, environmental protection, and employee welfare. At the same time, it emphasizes maintaining a strong ethical work culture by promoting fair practices, employee engagement, and compliance with corporate governance standards.

This study focuses on analyzing the CSR activities and ethical work culture at Welspun BAPL Pvt Ltd. It aims to understand how these practices influence employee behavior, organizational reputation, and overall effectiveness. The research also seeks to evaluate employee awareness and perception of CSR initiatives and ethical standards within the organization.

In a rapidly evolving business landscape, companies that integrate CSR and ethical values into their core operations are more likely to achieve long-term success and sustainability. Therefore, this project highlights the importance of responsible corporate behavior and ethical practices in shaping a positive organizational environment.

REVIEW OF LITERATURE

1. C. K. Prahalad (2004):

He emphasized that businesses can achieve profitability while serving society. His concept of the “bottom of the pyramid” highlights CSR as a strategic tool for inclusive growth and long-term sustainability.

2. S. K. Bhatia (2012):

He found that ethical work culture plays a significant role in improving employee morale and trust. Organizations with strong ethical values tend to achieve better performance and employee commitment.

3. Arvind K. Jain (2016):

His study concluded that CSR initiatives enhance corporate image and increase employee engagement. It also helps organizations gain a competitive advantage in the market.

4. Meeta Rani Jindal (2017):

She observed that CSR activities positively influence employee satisfaction and loyalty. Employees feel more connected to organizations that contribute to society.

5. Pooja Sharma (2015):

Her research highlighted that CSR strengthens stakeholder relationships and improves overall organizational performance and brand value.

6. N. K. Gupta (2018):

He studied ethical work culture and found that transparency, fairness, and accountability improve productivity and reduce workplace conflicts.

7. Ruchi Tewari (2019):

She found that employee participation in CSR initiatives increases motivation and engagement, leading to better organizational outcomes.

8. Anita Mishra (2014):

Her study emphasized the importance of ethical leadership in shaping employee behavior and maintaining workplace integrity.

9. Rajesh K. Yadav (2016):

He concluded that CSR initiatives contribute significantly to enhancing corporate reputation and public trust.

10. Neha Verma (2018):

Her research showed that CSR practices improve employee engagement and satisfaction, resulting in better performance.

RESEARCH GAP

Despite numerous studies on Corporate Social Responsibility (CSR) and ethical work culture, most research has been focused either on large multinational corporations or on general CSR trends, with limited focus on medium-sized Indian manufacturing companies like Welspun BAPL Pvt Ltd. Many studies highlight the benefits of CSR for employee engagement, brand reputation, and stakeholder relationships but often fail to examine the practical challenges of implementing CSR policies in a local context. This gap indicates a need for detailed investigation into how CSR is applied at the organizational level within Indian companies and how it affects employees directly.

Although ethical work culture has been recognized as critical to organizational performance, most literature focuses on theoretical frameworks, leadership ethics, or corporate governance, with limited empirical data from the Indian manufacturing sector. There is insufficient research analyzing how ethical culture is embedded in day-to-day operations, employee behavior, and decision-making in smaller or regionally focused companies. This leaves a gap in understanding the real-life integration of ethics and CSR in operational practices.

Many Indian studies emphasize CSR's impact on external stakeholders and communities, but very few analyze its direct influence on internal stakeholders such as employees, managers, and operational staff. Understanding this internal impact is essential because employees are the main drivers of ethical behavior and CSR implementation. This gap highlights the need for research that links CSR activities with employee motivation, engagement, and perception of organizational values.

International literature provides extensive models and frameworks for CSR and ethical culture but often does not consider cultural, economic, and social differences in India. Models developed for Western companies may not fully capture the Indian organizational environment, workforce behavior, and community expectations. This gap points to the importance of contextualizing CSR and ethics studies to Indian business settings, particularly for mid-sized manufacturing firms.

OBJECTIVES OF STUDY

- To study and analyze the overall impact of Corporate Social Responsibility (CSR) initiatives and ethical work culture on employee motivation, engagement, satisfaction, and organizational performance at Welspun BAPL Pvt Ltd, and to evaluate how these initiatives contribute to sustainable growth and corporate reputation.
- To examine employee awareness and understanding of the CSR programs implemented by

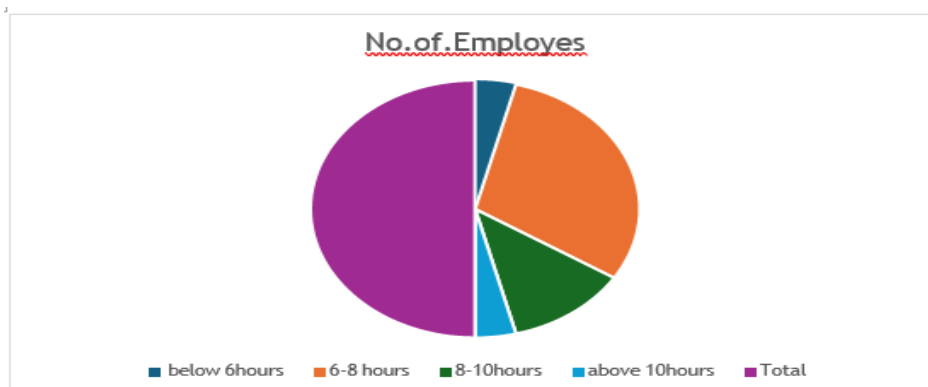
the company.

- To assess employee participation in CSR initiatives and identify factors influencing their involvement.
- To evaluate how ethical policies and practices affect workplace behavior, integrity, and accountability among employees.
- To analyze the relationship between CSR activities, ethical work culture, and employee productivity, morale, and retention.
- To identify gaps, challenges, or limitations in the implementation of CSR and ethical policies within the organization.
- To provide practical recommendations for strengthening CSR initiatives, promoting ethical behavior, and fostering a responsible and positive work environment.
- To assess the contribution of CSR and ethical practices in enhancing the company's image and reputation among stakeholders and the community.

SAMPLING METHOD

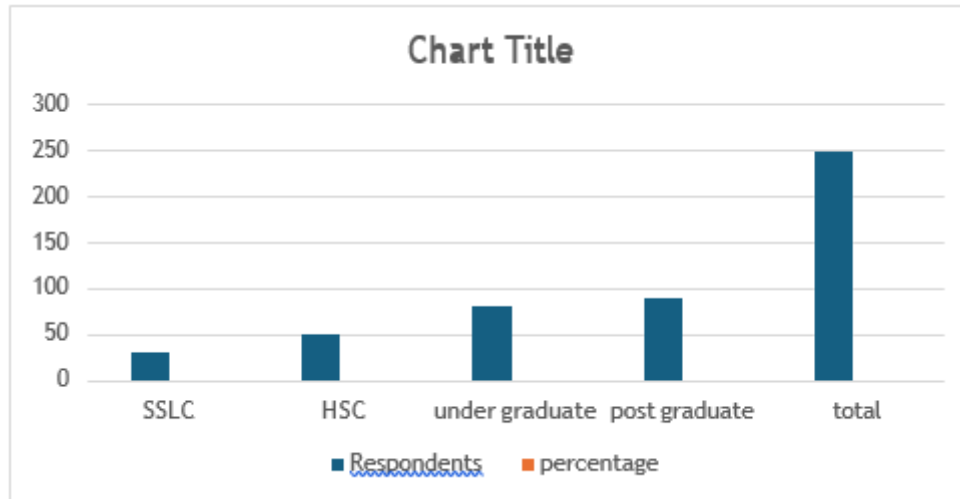
- Descriptive research design used to study CSR and work culture
- Convenience sampling method selected due to time constraints
- Non-probability sampling technique followed in the study
- Study conducted at Welspun BAPL Pvt Ltd, Karukondapalli
- Sample size consists of 30–50 employees
- Respondents selected from different departments of the company
- Primary data collected using structured questionnaires
- Additional data gathered through informal employee interviews
- Secondary data collected from company reports and official sources
- Method is cost-effective and easy but may involve sampling bias

DATA ANALYSIS AND INTERPRETATION



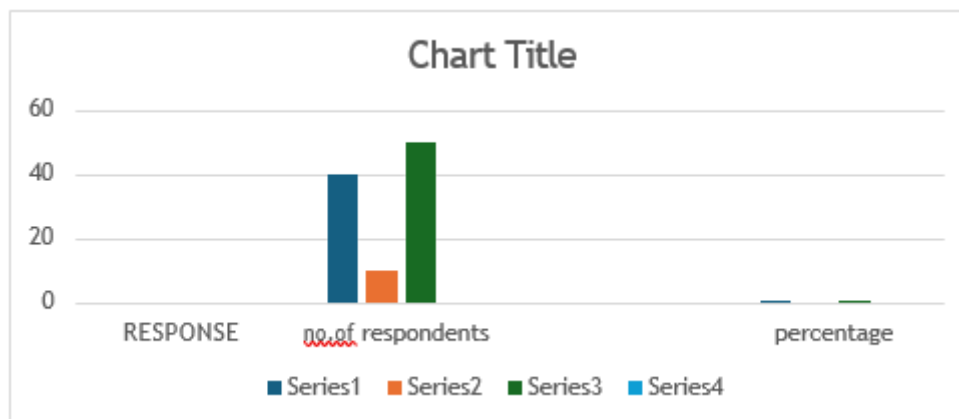
INTERPRETATION

From the above table, it is observed that the majority of employees (60%) work for 6–8 hours per day, which indicates a standard working schedule in the organization. A smaller percentage of employees work for longer or shorter hours. This shows that most employees follow regular working hours, which may support better productivity.



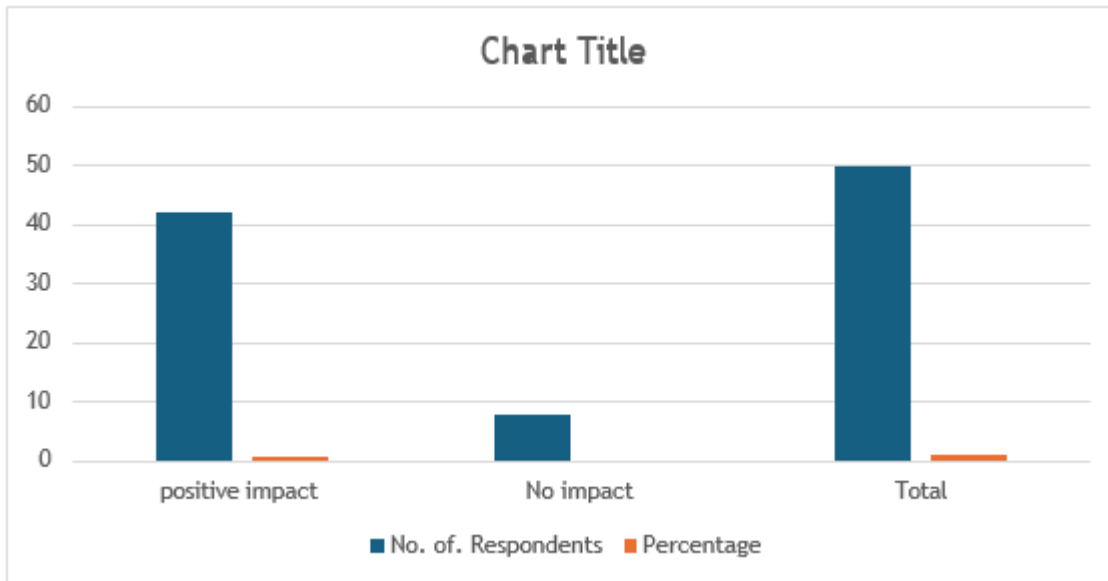
INTERPRETATION

From the above table, it is observed that the majority of employees (36%) are postgraduates, followed by 32% undergraduates. A smaller percentage of employees have completed HSC and SSLC. This shows that most employees are well educated.



INTERPRETATION

Most employees of Welspun BAPL Pvt Ltd are aware of CSR activities, showing good communication of programs. A small number of employees are still unaware, so awareness can be improved further.



INTERPRETATION

Most employees of Welspun BAPL Pvt Ltd feel that CSR activities have a positive impact on the company's image. It improves brand reputation, trust, and goodwill in society. Only a small number feel it has little or no impact, showing overall strong recognition of CSR benefits.

FINDINGS

- The company actively engages in CSR activities such as community development, education, and healthcare support.
- Environmental sustainability practices like waste management and energy conservation are followed.
- A formal code of conduct ensures ethical behavior among employees.
- The organization promotes transparency and accountability in its operations.
- Employees are provided with a safe, inclusive, and supportive work environment.
- Training and development programs help employees understand ethical standards.
- CSR activities positively influence the company's public image and stakeholder trust.
- Ethical work culture contributes to better employee performance and organizational efficiency.
- The company focuses on key CSR areas such as education, healthcare, skill development, and rural/community upliftment.
- CSR initiatives are not one-time activities but are implemented as continuous and sustainable programs.

- The organization shows strong commitment toward environmental protection through energy efficiency, waste reduction, and resource conservation practices.
- The company follows ESG (Environmental, Social, Governance) principles, indicating alignment with global sustainability standards.
- Ethical work culture is maintained through a well-defined code of conduct and strict compliance policies.

SUGGESTIONS

The company should Increase investment in community skill development programs to improve employability of youth in surrounding rural and semi-urban areas.

- CSR activities should be made more structured by setting clear objectives, timelines, and outcome-based performance indicators for better accountability.
- The organization should implement advanced environmental management systems to continuously reduce pollution and improve resource efficiency in manufacturing processes.
- Regular employee engagement surveys should be conducted to understand ethical concerns and improve workplace culture accordingly.
- A dedicated CSR committee should be strengthened to ensure proper planning, execution, and monitoring of social responsibility initiatives.
- The company should promote a stronger culture of whistleblowing protection to encourage reporting of unethical practices without fear of retaliation.
- Ethical behavior should be integrated into performance appraisal systems to motivate employees to follow organizational values strictly.
- The organization should conduct periodic audits on CSR and ethics compliance to ensure transparency and continuous improvement.

CONCLUSION

The company actively participates in CSR initiatives aimed at community development, focusing on education, healthcare, skill development, and rural welfare. These programs contribute to improving the living standards of people in nearby communities and create long-term social benefits.

Environmental sustainability is another key focus area of the organization. The company adopts eco-friendly practices such as energy conservation, waste reduction, and efficient resource utilization, which help minimize its environmental impact and promote sustainable

development.

Ethical work culture is strongly embedded in the organization through well-defined policies, codes of conduct, and governance systems. Employees are expected to follow ethical standards, which ensures fairness, discipline, and accountability in workplace behavior.

The organization also emphasizes transparency and accountability in its operations. Decision-making processes are guided by ethical principles, which help build trust among employees, customers, suppliers, and other stakeholders.

Employee welfare is given significant importance through safety measures, training programs, and inclusive workplace practices. This contributes to higher employee satisfaction, motivation, and overall productivity within the organization.

Overall, the study concludes that strong CSR practices combined with a well-established ethical work culture significantly enhance organizational reputation, stakeholder trust, and sustainable business growth. These factors ensure the long-term success and responsible functioning of the company.

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