



# PR WIRE

E-ZINE DESIGNED & PUBLISHED BY PR STUDENTS AS PART OF  
THE EXPERIENTIAL LEARNING PROCESS AT SCMC

Public Relations

Crisis management

# Current Trends



impact

CSR

# CSR

# ODYSSEY

TRAVERSING THE IMPACTFUL JOURNEY IN PR

Mental health  
stigma

Feature  
interviews

Greenwashing

PR Excellence

Case Studies

# TABLE OF Contents

1

## **POWER OF PURPOSEFUL PR:**

REMEMBERING THE HISTORY  
THROUGH A TIMELINE

By Medha Maji

**Pg. no. 1**

2

## **RISING FROM THE ASHES:**

CSR'S ROLE IN POST -CRISIS  
RECOVERY

By Vibhuti Garg

**Pg. no. 2-3**

3

## **IN TUNE WITH TALENT:**

CSR'S RESONANCE IN MODERN  
WORKFORCES

By Kavish Sharma

**Pg. no. 4**

4

## **CASE STUDIES IN PR EXCELLENCE**

By Debdutta Sinha

**Pg. no. 5-6**

5

## **EVOLUTION OF CSR IN PR:**

FROM GREENWASHING TO  
GENUINE IMPACT

By Himanshu Ranjan

**Pg. no. 8**

6

## **NAGIGATING ETHICAL COMMUNICATION:**

BRIDGING THE GAP BETWEEN  
INTENT AND IMPACT

By Mayank Ahuja

**Pg. no. 9**

7

## **CORPORATE SOCIAL RESPONSIBILITY AND PUBLIC RELATIONS:**

NAVIGATING CURRENT TRENDS

By Shraddha Raj & Charu Sharma

**Pg. no. 10**

8

## **EMPATHY IN ACTION:**

CSR INITIATIVES TACKLING  
MENTAL HEALTH STIGMA

By Paramita Das

**Pg. no. 11-12**

9

## **EMPOWERING COMMUNITIES:**

A SPOTLIGHT ON HINDUSTAN  
ZINCS HOLISTIC CSR APPROACH

By Jigish Choudhary

**Pg. no. 13**

10

## **CRISIS MANAGEMENT IN CSR:**

FEATURE INTERVIEW

By Jessica Gandhi

**Pg. no. 14-15**



# LETTER FROM OUR EDITORS

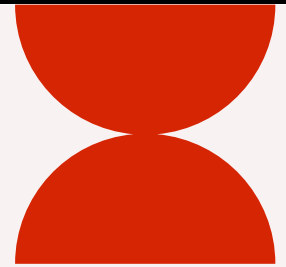
This edition unfolds with a spirit to capture the truest essence of corporate social responsibility in the years leading to today. Our writers have arranged for a continuum scaling through the origins to the impact of CSR in PR.

The odyssey navigates through tough seas of green washing towards the prosperous shores of case studies in public relations and CSR excellence.

We have encased narratives shaped by pioneering Indian brands and conglomerates. They have bridged a refined and redirected approach towards ESG inclusion in company reports and key statements.

Our efforts stand at the forefront of contributing to the depths of the CSR odyssey as we carve pathways for the upcoming editions to explore and take the legacy ahead. We hope this edition illuminates the reader's exploratory journey in the newfound horizons of social responsibility and its implications in the field of public relations.

*Charu Sharma & Paramita Das*





# POWER OF PURPOSEFUL PR:

## REMEMBERING THE HISTORY THROUGH A TIMELINE

*Medha Maji*



Purposeful PR can help change the image of a brand or a company. Merging a company's values with purposeful PR acts as a catalyst in shaping public perception and creating a powerful impact. Traditional PR was always profit-centric, and less attention was paid to the stakeholders related to the company. Purposeful engagement with stakeholders and communities has become a top priority in today's date as tidal waves of conscious two-way communication override the currents of linear motives and corporate goals. To get a proper understanding of PR, tracing back to history is important. Exploring the history through a timeline will help to understand the evolution of PR in the Indian scenario and how Indian corporations have used PR over the years. PR has drastically changed in the world of business. Profit-centric companies understand the importance of PR and how Indian corporations have used PR over the years.

**The Pre- Independence Era (1900's):** During the pre-independence era, corporate philanthropy was primarily considered to be the work of CSR. Therefore, big Indian companies involved themselves in charity and worked towards developing the country by providing special attention to education, the healthcare system, and other community welfare activities. Tata Group's Philanthropy – Even before independence, The Tata Group actively worked for the nation's development. The group established philanthropic institutions like Tata Trust. This initiative by the Tata Group laid the steps to CSR in India. The commitment to education emerged with the establishment of the Indian Institute of Science (IISc) in Bangalore in the year 1909. This research institution is aimed at nurturing scientific research and education. The Tata Group also took care of the nation's healthcare system, and therefore, Tata Memorial Hospital was established in 1941. It focused on cancer treatment and research and also addressed crucial healthcare needs of society.

**The Post-Independence Era (1950s- 1970s):** Establishment of BITS Pilani, an educational initiative by the Birla Group- The Birla Group established the Birla Institute of Technology and Science (BITS) in 1964. This institution aimed to provide quality education and research knowledge in science and engineering, and this marked a huge contribution to society as the institution is renowned for its quality education. BITS Pilani became one of India's best engineering institutes, reflecting the Birla Group's commitment to quality education.

**Healthcare Initiatives by Indian Oil-** During this era, India was economically growing, and this increased the awareness of the better healthcare system in the country. Indian Oil Corporation, the giant of the energy sector, understood the importance of the healthcare system, especially in the rural areas of India. Therefore, during the 1970s, Indian Oil established healthcare programs to improve medical facilities in society. IOC helped to build a better infrastructure and improve the medical system. Public relations helped the IOC communicate this aim to society. Thus, IOC established community healthcare camps, provided medical facilities to the employees, and made many other efforts towards improving the healthcare system.



Source: TATA CSR Report 2022

**The 21st century:** Wipro Science Education Fellowship (WSEF)- This program was introduced in the year 2012 to promote excellence in science. The WSEF includes training courses for science teachers. The program includes hands-on learning experiences to improve the science curriculum. The program interacts with teachers, giving them tools and motivation to encourage children's interest in science. Mahindra Group's "Oxygen on Wheels"- In the year 2021, COVID-19 hugely impacted India. It suddenly increased the demand for oxygen in the country. This sudden rise in demand led to a shortage of oxygen cylinders. During the tough times, Mahindra Group stood up to address the problem, and this marked the beginning of "Oxygen on Wheels." This initiative provided developed mobile vehicles equipped with oxygen. The initiative aimed to improve the oxygen supply system in the country. The history of PR in India explains that Purposeful PR can bring huge change to society. PR must not be considered just as a promotion or publicity tool but as a powerful tool that helps to communicate the positive initiatives taken by the corporations.



# RISING FROM THE ASHES -

## CSR'S ROLE IN POST-CRISIS RECOVERY

*Vibhuti Garg*



Everyone suffers in the wake of a crisis. Right from economic downturns to global pandemics, it is the communities that are tormented by the ensnaring burn. “A mutual benefit to the corporations and communities while keeping ethical, moral and legal obligations in mind”, has long been accepted as the definition of corporate social responsibility. The unprecedented function of CSR as a crisis communication management tool is the road less travelled. It is the batman donning the heroic cape to fight Gotham’s crisis in the dark hours. It is emerging to stand as not just a philanthropic gesture but a strategic imperative of crisis communication. Corporate Social Responsibility plays the role of a catalyst in altering the aftermath of a crisis by contributing towards the post-recovery phase. Humanitarian aid is a classic component of CSR that runs parallel to the psychological healing of individuals and industries. The definition of successful CSR is not reputation, but rather, the trust of all stakeholders. When industries come together to go beyond the nuances of profitability by committing to their moral and humanitarian values, crisis recovery becomes seamless.

Post devastating crises such as natural disasters and global pandemics, riots and wars, it taps into the psyche of people by becoming a beacon of hope. Companies can utilise it to support the affected communities by allocating financial, logistical and emotional resources. A crisis is not always immediate, but at times, an Imperio. For those who are unaware, the resurrection stone in Harry Potter possessed the power to bring back the dead by enabling communication. Similarly, CSR may not be able to undo the crisis but be able to create a meaning for the affected. As an example, the Covid-19 pandemic gave rise to various CSR initiatives aimed at supporting the relief funds and resurrecting the psychology of the communities. Such efforts can be financial or emotional, such as,



Source: keysight.com

**2020-21: HCL, India** - The leading IT conglomerate invested more than Rs.100 crores to ensure vaccination for its employees, their families and all vendors. It also partnered with hospitals across India to provide better treatment facilities. The company initiated a covid helpline to promote mental and emotional well-being. It also started a Family Assistance program to ensure access to food, education and compensation.

**2020-21: Infosys, India** - Infosys committed Rs.200 crores to support covid initiatives in India. It was primarily utilised to improve hospital infrastructure and equip them with PPE kits etc.

**2021: TATA Group, India** - TATA Sons and other TATA Group subsidiaries such as TATA Trust donated Rs.2500 Crores to Covid relief funds. TATA Steel also undertook community welfare in India.

Such simple yet meaningful initiatives arm the industry to play an important role in crisis recovery. CSR can also play the role of an architect by accelerating community rehabilitation. Investments made in the development of infrastructure to improve facilities like education, medical, and livelihoods also support the post-recovery phase. Efforts made to establish or support education and livelihood initiatives not only support post-recovery but also help avoid future crises. It can draw inspiration from organizational resilience theory by becoming an important cornerstone just like the golden snitch that helped Gryffindor win the losing battle.

**2021: Tech Mahindra, India** - Tech Mahindra initiated various rehabilitation support initiatives during covid by engaging in training programs for health professionals. It also introduced programs to upskill nurses and front-line workers through Covid Swayam Suraksha training. It worked towards the infrastructure of government schools to equip digital literacy during covid.

(Continued on page 3)



**2022-23: Wipro, India** - Wipro Cares is an ongoing initiative of the company working towards various educational, social and health programs. Wipro Cares collaborated with 'Doctors For You' during the Assam floods in 2022 to provide relief operations like emergency healthcare and redevelopment. It also worked for various projects under education, healthcare, community rebuilding and disaster rehabilitation in 2023.

**2015-present: Vedanta, India** - Vedanta's Nand Ghar initiative is one of the pioneering milestones of rehabilitation and development-prone CSR in India to boost women empowerment, children welfare, education, livelihood development, and sanitation. With the recent MoU signed with ICMR, Nand Ghar has become an exemplary initiative.

CSR can combat crises ranging from environmental, health, and socio-cultural to livelihood and sustenance. Socio-cultural, health and environment-led CSR initiatives help in mitigating crises and set as a solid foundation for the prevention of future crises.

**2021: HUL, India** - The company undertook various initiatives during covid starting from donations to awareness campaigns, healthcare infrastructure etcetera. A notable initiative was the India Protectors Alliance. It was a corporate-led alliance established to support front-line healthcare workers through various healthcare and sanitation interventions. These efforts contributed massively to their livelihood sustenance.

**2000-present: ITC, India** - ITC is actively involved in social welfare in India like livelihood enhancement, healthcare and environment by various programs like e-Choupal, WOW, etc. There are 6100 e-Choupals operating across various villages in 10 states of India in 2023. These initiatives are boosting the social-cultural well-being of farmers, waste-workers etcetera across India in providing them relief constantly, and specially during crisis.

There are various filters of CSR and its impactful role in post-crisis recovery. The most crucial aspect is to understand that it cannot be an immediate and short-sighted goal. Rather, it needs to be performed in continuum, right from mid-crisis to post. The interconnected CSR initiative journey helps it emerge as a proactive crisis management tool. It helps industries and communities rise from the ashes of time and prepare for the recovery and redevelopment. CSR is like a phoenix quill; it has the ability to rewrite the future of succeeding crises.



Answer: b) 2013, d) 5%

## YOU MUST OR MUSTN'T HAVE HEARD THESE...

“ If I was down to my last dollar, I would spend it on public relations. ”

**Bill Gates**

“ Public relations is not just getting a mention in the newspaper, but rather, being the newspaper. ”

**Joseph V. Russo**

“ In PR, you're telling a story. If you're not part of the conversation, you can't change the story or control it. ”

**Keith Burton**

# IN TUNE WITH TALENT:

## CSR'S RESONANCE IN MODERN WORKFORCES

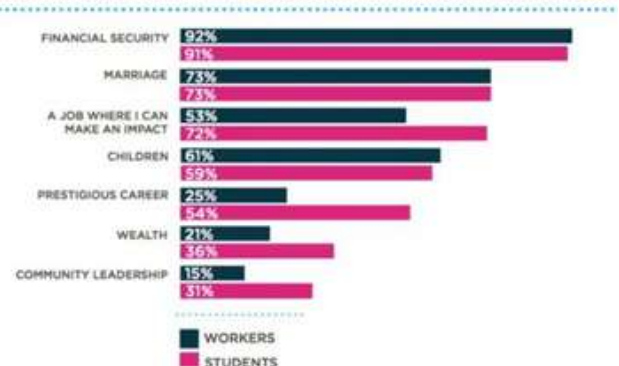
*Kavish Sharma*



The use of Public Relations (PR) in Human resource management is prevalent, and it often acts as a catalyst. Whether it is employer branding, internal communications, or communicating corporate ethos, Public Relations tactics will be an integral part of these activities. PR is a powerful tool for recruiting people by shaping perceptions, building credibility, and fostering positive relationships with key stakeholders. By leveraging PR strategies effectively, organisations can attract top talent, strengthen their employer brand, and create a competitive advantage in the talent marketplace. One of such tactics is the propagation of PR's social counterpart, Corporate social responsibility (CSR), among the talent market. Corporate social responsibility (CSR) is a business entity's ethical responsibility towards the society in which it functions. In India, it is legally mandated under the Company's Act 2013. Philanthropy, moral labour standards, environmental sustainability, and other activities are examples of CSR initiatives. Business leaders develop corporate social responsibility (CSR) initiatives for two primary reasons.

First, CSR may be used to derive benefits such as reputation management and more robust financial performance. Second, business leaders may feel a moral obligation to be a "good corporate citizen" because it is "the right thing to do" (Chaffee, 2017); but there is more to it. In the modern world, job seekers are increasingly looking for organisations that share their values and make a constructive contribution to society. Companies that prioritise CSR might be able to recruit new talent by showcasing their dedication to solving environmental and social problems. According to various studies, job seekers' perceptions of CSR are positively correlated with candidate appeal, employer reputation, and anticipated pride. Additionally, CSR may assist businesses in creating a positive brand image and reputation, which can be a key element in luring new talent. CSR activities assist businesses in standing out from the crowd and developing a unique value proposition for job seekers. According to a Deloitte survey, 70% of millennials think about a company's social responsibility policies when choosing where to work. Therefore, by showcasing their dedication to social and environmental problems and developing a favourable brand image, businesses that prioritise CSR try to gain a competitive advantage in luring new talent. CSR's influence on customers has been studied in depth, and the results effectively translate the same for the employees. In the "market" of human resources, the individuals serve as customers themselves. Here, instead of selecting a corporation's product for consumption, they select the corporation for the purpose of employment. Growing market size, increasing number of companies in the same space, and intense competition are few catalysts to the choice power employees possess these days. This power further brings our subject matter CSR into the picture. Post selection, CSR influences the ability of a firm to retain its employees. Social activities within an organisation act as motivators to employees and help in retention.

### The Following are Very Important or Essential to My Happiness



Source: Data & Image by Jeanne Meister (Forbes)

A company's CSR practices have a favourable impact on intrinsic motivators, according to a journal by Jennifer Kunz in 2020. Workers who work for organisations that have solid CSR programs typically show greater levels of dedication, contentment, loyalty, and trust. Lastly, to talk about one of the most researched phenomena in the field of human resources, individual interest, we will converge themes mentioned above in the article. Companies with impactful social initiatives tend to have good financial standing. The financial stability of a firm influences individual interests to a great extent. Aligned ideology and objectives add to the influence on interest too. The sense of giving back to society and being part of a greater mission than self drives satisfaction further to self-actualization. Converging the themes, one can clearly map out that a good CSR standing motivates and influences the workforce not only in a single way but through multiple avenues. These activities can provide companies with a much-needed edge while recruiting, especially in today's market of great attrition.





# CASE STUDIES IN PR EXCELLENCE



*Debottam Sinha*

**P**ublic relations (PR) is often associated with crisis management for celebrities, but it extends far beyond that. PR campaigns are vital in terms of getting the word out, creating awareness, and generating website traffic which in the end results in the financial success of the company. Are you ready to explore some of the best Indian PR campaigns that have happened in 2023.

## #1 LALIGA - 'A New Era Begins'

Sport, being a global phenomenon, serves as a dynamic platform for effective messaging. The campaign of LIGA, "THE POWER OF OUR FÚTBOL," is not just a hashtag; instead, it is an emblem that fosters change and surpasses it by raising people's awareness. A new image with its smallest logo change appeared in front of 185 million consumers in digital all over the world and brand awareness by the players endorsements was increased. Siddharth Sharma, Viacom 18's Head Of Contents, was making a point that there is some commonality in the visions espoused by LALIGA which means that the campaign was partly successful. The campaign achieved headlines with the support of 449K subscribers after months, with diplomats and even famous football player Luis Garcia. The hashtag #ThePowerOfOurFútbol, too, became a source of support for people all around. Ultimately, this campaign, spearheaded by MSL India, was shortlisted for the Campaign Best Brand Strategy award by Campaign India.



Source: sportcal.com

## #2 KFC - Kshamata Campaign

The KFC India Kshamata program is a trailblazing effort spearheaded towards empowering girls in a way that promotes inclusivity. The pronounced goal is doubling the percent of women in the workplaces by 2024 as the diversity strategy; thus, the 2024 figure should be reached and more KFC branches for the disabled population. the campaign of NFDC was nominated and shortlisted in Advocacy Award and also in 2023 under the diversity & inclusion category.



Source: KFC India - YouTube

The fruits of this project are already here with an all women restaurant in Hyderabad and subtitles in varied commercials that appeal to the convenience and concern for the hearing impaired.

This campaign led by Edelman India was also nominated at the Cause Related, the category of The Campaign Diversity & Inclusion by Campaign India in 2023.

## #3 Johnson & Johnson - Be The Change For TB

The # BeTheChangeForTB places the youth at the core of the campaign, launched by Johnson and Johnson India for the World Tuberculosis Day. This initiative is purely digital.

The campaign concentrates on fighting TB in India, where a large number of cases around the world are related, and is focused on helping the international resolve to identify undiagnosed TB patients. By cooperating with health departments and communities, the initiative is doing its best to help in achieving the UN SDG of ending Tuberculosis by 2030 only.

(Continued on page 6)





Source: Johnson & Johnson

#### #4 Aditya Birla Group - Humne Zero Score Kiya

#HUMNE ZeroScore of Aditya Birla Group has focused to the problems the education system is facing in India particularly in the phase of the covid 19 pandemic. Through drawing, girls were enabled to have access to both education and vocational opportunities since over 10,000 slots were created to learn. The campaign was shortlisted for purposes of the award of Campaign – Cause-Related/public awareness category that pointed its impacts and the social issues that it tackled. This campaign by A J Birla Group was also shortlisted for the Campaign Cause Related—Public Awareness award by Campaign India.

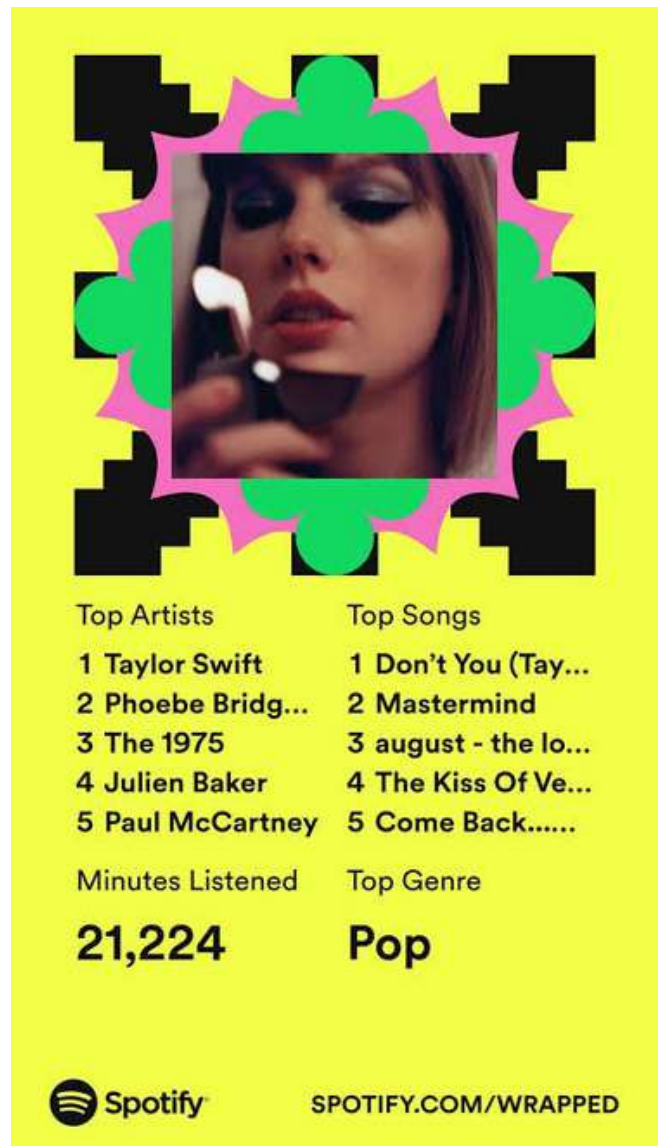


Source: Aditya Birla Group - Youtube

#### #5 Spotify Wrapped

Spotify Wrapped plays as the best tactic in portraying marketing in streaming music, going as far as excellent results in public relations. The campaign was launched in 2016, and for every user, there is someone on the brand management who prepares a summary of their music preference, therefore boosting the user engagement to strengthen their loyalty and create the impression. It is the one that happens annually and recently became the most popular internet meme as people can show their music statistics, organize a reunion and feel the retro atmosphere.

Brian Uzzi, a professor at Northwestern University, says Spotify Wrapped does "you can't resist". He adds that it emerges as another changing factor in the music industry. The effectiveness of this campaign is based on its capability to increase user engagement and form the bond between a consumer and a product successfully, resulting in the creation of a great brand image, so it turns out into one of the best PR campaigns in recent years.



Source: Spotify - Instagram



# PR *Jargon*

decoded



## Press Release

A formal written document sent to media outlets announcing news or events related to a company, product, or service.

## Crisis Communication

The strategic communication efforts employed by organizations during challenging and unexpected situations to manage and control the narrative.

## Spin

Presenting information in a way that emphasizes a particular perspective or positive aspect to influence public perception.

## Media Kit

A package of promotional materials provided to journalists, typically including press releases, photos, and background information about a company or event.

# MYTH BUSTERS

## MYTH

PR pros only **deal with drama.**

## TRUTH

Sure, we handle crises like pros, but **PR is more like planning a surprise party than putting out fires.** We're the party planners of the business world – **strategizing, organizing, and making sure everyone leaves with a smile,** not just a fire extinguisher.

## MYTH

**Social media is the PR superhero,** and the rest are sidekicks.

## TRUTH

Social media is the superhero, but we've got a whole Justice League of channels. **From traditional media to influencers – it's like assembling the Avengers of PR.** It's not about picking one; it's about creating a Marvel-worthy ensemble for maximum impact!

## MYTH

PR is a playground for **big-budget players.**

## TRUTH

PR isn't just for the big leagues. It's an inclusive game where **creativity is the currency.** Whether you're managing a shoestring budget or swimming in millions, **the key is leveraging your resources intelligently to create a symphony of communication that resonates with your audience.**

## MYTH

**Press releases are outdated.**

## TRUTH

**Press releases are alive and well, but they've evolved.** They're no longer a one-size-fits-all tool; instead, they're a part of a broader multimedia strategy. **From engaging videos to interactive content, modern press releases are dynamic and tailored to capture attention in a media-saturated world.**



# EVOLUTION OF CSR IN PR:

## FROM GREENWASHING TO GENUINE IMPACT

*Himanshu Ranjan*



CSR, or as we call it, “Corporate Social Responsibility,” is one of the essential aspects in the world of public relations. Earlier, CSR was just a word in PR, but slowly, it turned out to be as important as any other PR practice when people started considering the factor of sustainability in their purchase decision-making process. In today’s time, CSR is one of the most significant PR strategies that organisations use to show their commitment towards sustainable and environmentally friendly business practices whilst gaining the trust of their potential and existing customers. But, if we look at the other side of the coin, some organisations use CSR to deceive consumers by promoting a false image of themselves as an eco-friendly brand to maximise their profits. This tactic of tricking consumers using CSR is known as “Greenwashing.” Some examples of greenwashing are as follows: -

Patanjali, one of the famous Indian companies known for selling thousands of “ayurvedic” FMCG products across the country, was found guilty by FSSAI as their “amla juice” was unfit for consumption which was later banned by FSSAI. Several of their other products also contained chemicals that were harmful for human consumption. This serves to be an incident of green washing considering the green label and claims that come with the product. Greenwashing examples of widely known organisations such as Volkswagen and FIFA make the public more aware of such malpractices and make them dive deep into the CSR initiatives before making a purchase from any of the organisations.

This forces organisations to take up more than one CSR initiative toward the environment to establish themselves as sustainable and eco-friendly organisations, and some of them have successfully established themselves as one such organisation that have helped them in building brand reputation among a larger audience as well. Examples of such organisations are as follows: -

The recent partnership between the Board of Control for Cricket in India (BCCI) and TATA, where the BCCI would plant 500 trees whenever a bowler would deliver a dot ball during both the semi-finals and the finals. It was an initiative taken up by the BCCI in partnership with the Tata company to promote sustainability and to protect the environment. With the help of this initiative, more than 100,000 tree saplings have been planted around the country.

Hero MotoCorp, a leading motor vehicle manufacturing company in India has come up with an initiative for creating a cleaner and greener world, where they are mainly focusing at developing and nurturing biodiversity parks at Gurugram and Haryana. They are heavily investing in renewable energy sources also such as solar powered street lights in rural areas and off-grid solar power plants.

At the end of the day, CSR is one of the best ways for organisations to showcase their dedication towards the environment. But, at the same time, these CSR initiatives need full commitment to avoid falling into traps like greenwashing.

## EVOLUTION OF CSR IN PR

A Historical Timeline from the Past to the Present

**1820-1850**

The Birth of Corporate Philanthropy



**1910-1920**

Crisis Communication Emerges

**1950-1960**

The Era of Corporate Social Responsibility



**1970-1980**

PR Meets Environmental Activism

**2000-2010**

Rise of Sustainability and Stakeholder Engagement



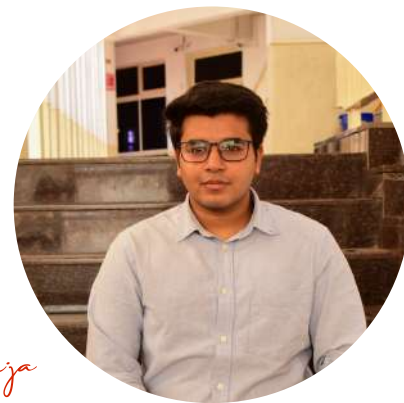
**2020s**

Integrated CSR and PR Strategies



# NAVIGATING ETHICAL COMMUNICATION :

## BRIDGING THE GAP BETWEEN INTENT AND IMPACT



*Meayank Ahuja*

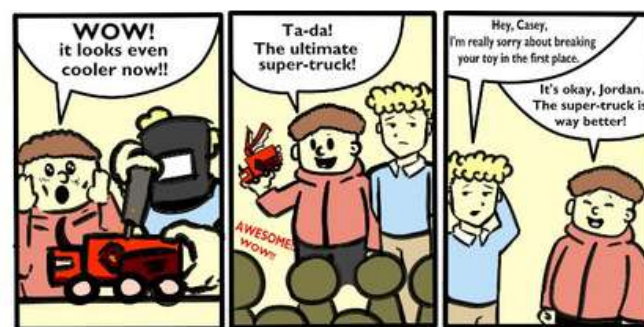
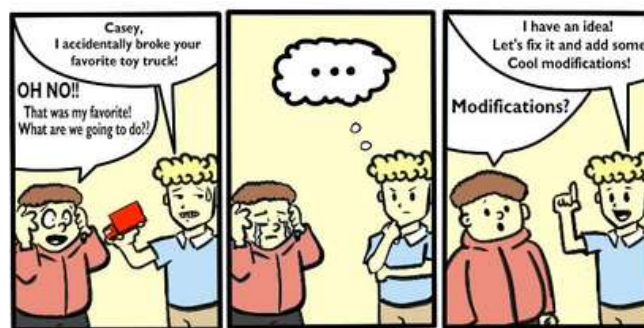
CSR or Corporate Social Responsibility initiatives have been a way to give back to the local communities. These initiatives support the overall development and growth of the underprivileged[1]. They also have grown into a powerful tactic for not only making a difference but also to stand out in the competitive market. The Companies Act provides for Corporate Social Responsibility (CSR) initiatives, it specifies that the annual CSR report should include - A brief outline of the company's CSR policy, the composition of the CSR Committee set up by the corporation, the average net profit of the company for the last three financial years, the prescribed CSR expenditure.

Such a framework ensures that the corporation's CSR activities are subjected to checks internally (by the Board and the CSR Committee) and externally (by the shareholders and the public). Moreover, the Responsible Investment (RI) sector and the National Voluntary Guidelines (NVG) of the Ministry of Corporate Affairs have also set various CSR reporting standards to enhance transparency and accountability. There is a focus on business ethics reporting, which includes measures to prevent corruption, bribery, and so on.

For instance, Mahindra & Mahindra, a leading Indian company, has an established CSR reporting system that follows industry standards and regulatory requirements. It is based on the principle of openness and issues comprehensive CSR reports regularly that offer detailed information on all CSR activities, expenditures, and outcomes. The company has been known to accurately report its CSR expenses, indicating the amount allocated to the different projects and initiatives. This transparency helps stakeholders to be clear about how the CSR funds are being deployed to create a positive impact. Therefore, transparency should be paramount. By highlighting what they do well and where they can improve, organisations can demonstrate that they are serious about CSR and not just paying lip service to it.

It is about being upfront, sincere, and ready to improve. All in all when reporting, Companies have to balance the expectations of the stakeholders, as well as cope with the ever-changing regulations, all while being responsible to their communities. Timely and open communication is not only a way of involving stakeholders but also an opportunity for companies to develop their identity and reputation. Instead of using CSR as a mere PR stunt or an attempt to erase past mistakes, they can demonstrate that they are in for the long haul and genuinely care for society.

In Conclusion, while CSR reporting may have its challenges, it is also an opportunity for companies to show the world what they are made of, one transparent report at a time.







# CORPORATE SOCIAL RESPONSIBILITY AND PUBLIC RELATIONS :

## NAVIGATING CURRENT TRENDS



*Shraddha Ray and Charu Sharma*

Charting pathways towards net zero emissions by 2070 serves to be a national goal now. Corporates in India are pacing their rate of change in alignment with the expectations that trace their own conduct. Public relations and CSR have never been as intertwined as they are today, it has become very crucial for institutions to facilitate proactive communication of their CSR practices and initiatives. The European Union's noteworthy General Data Protection Regulation has heightened the need for transparency more than ever. The string of regulations push for a transition from opaque and under the cover practices to a more refined take at the future of ESG norms. FICCI has also supported and advocated for a more nuanced and dynamic approach to ESG disclosures. This shall unfold in two steps - curating set schemes and initiatives for CSR in organisations and effectively tying it to the mainstream functional derivatives of any organisation.

The trickling down effect towards effective CSR coverage in India requires functional derivatives of carbon capture, green transition, and the consequent effective declaration inherent. These have tied down to decorated efforts by major Indian corporates like the Reliance Industries Limited, Tata Consultancy Services and the HDFC bank towards CSR and effective disclosure. Recent trends have also unlocked a major focus on investments in green technologies, it has reoriented with bigger institutions aligning their investments in green technology focused startups. This move as covered by major media outlets has enabled a much coveted communication tactic on the rise.

Decisions expressed via the funnel of press releases, signed contracts and forum discussions have seen and amassed much attention from the targeted stakeholders, bringing in a fresh wave for organic coverage and refined opportunities. Another trend that picks upon the past financial year rests to be the wider focus on localization. Companies have set foot in their own vicinity to forward change, examples outline in the approaches of HDFC Parivartan, SBI's service beyond banking and the Growth with Goodness initiative by the Adani Enterprises. These campaigns have enlisted welfare for local change agents, mobilised them on account of internal and external stakeholder symphony and amalgamation.



Carbon emissions in India

*Movie Mania!*

### What do Sandra Bullock, Ben Affleck, and Robert De Niro have in common?

They've all portrayed PR practitioners on the big screen! If you haven't seen PR take a starring role in **Our Brand is Crisis (Bullock)**, **Jersey Girl (Affleck)**, or **Wag the Dog (De Niro)**, add these classics to your Netflix list ASAP. Whether or not you take away any practical lessons, it's fascinating to watch a Hollywood portrayal of our profession.



# EMPATHY IN ACTION:

## CSR INITIATIVES TACKLING MENTAL HEALTH STIGMA



*Paramita Das*

In the rapidly changing CSR world, specifically in India, some leading companies are commendable making giant strides to overcome mental health stigma. While undertaking this crusade, the Infosys Foundation and Tata Consultancy Services (TCS), IDFC FIRST Bank are revealed to be torch-bearers combined with Aditya Birla Mpower and ITC Ltd's FIAMA that have led out their CSR procedures in making a real difference on mental health rehabilitation and awareness. These endeavours collectively contribute to the overarching theme of "Empathy in Action: Corporate Social Responsibility. This report details various methodologies used, key on efforts towards tackling societal prejudice and creating consciousness through offering actual support for people with mental health disorders.

Infosys Foundation, which is the CSR arm for Infosys has now become one of the leading players when it comes to addressing mental health rehabilitation challenges. So zeroing in on the acute shortage of medical personnel and high price for drugs, the foundation runs residential rehabilitation centres for mentally ill homeless people jointly with Chintan Prakash Charitable Trust. In the Infosys Foundation play a very important role in building construction of 7,500 sq. ft t Chittadhama pin Karnataka this shows that they are committed to developing feasible solutions and there funding them. The foundation guarantees a sufficient supply of psychology medicine with the help preferably 'Manomaligi scheme', which aims at solving problems faced by people suffering from mental illness, who are usually deprived of suitable treatment.

Tata Consultancy Services (TCS) has made efforts to extend mental health support outlying the conventional biomedical approach. TCS Cares, in partnership with the team of corporate social responsibility within TCS identify a number of distinct segments that forms part and improve at its organisation level alongside offering holistic support through podcasts blogs as well webinars. These sessions do not just touch upon the symbiosis between resilience and workplace effectiveness but also address stakeholders such as students from IT Employability Programme. Through such all-encompassing discussions about mental wellbeing and inclusivity that TCS encourages, a tight knit process of the culture for being a resilient workplace is facilitated under which problems regarding psychic health are dealt accordingly.

IDFC FIRST Bank is unique for its forward-looking and comprehensive approaches in the area of mental health when it comes to CSR. Knowing the complex nature of connections between poverty and marginalisation, mental health problems that exist have solid links with poor people as well as everyone in society.



**Source: Infosys Foundation Economic Times**

The Banyan Academy of Leadership in Mental Health (BALM) also collaborates with banks to offer funds for Masters students pursuing their masters application degree at a small fee annually while supporting diploma programs. This venture does not only facilitate the education of mental health workers but creates a good chain reaction whereby graduates become participants in more initiatives that address this component.

Moreover, the bank answers to economic support needs by waiving a disability allowance program providing critical help for those with severe mental health conditions in vulnerable communities. Clearly, this initiative also highlights IDFC FIRST Bank's dedication to traversing some more post-pandemic mental issues by spearheading the first Centre for Trauma Studies and Innovation in India that targets preparatory development of trauma related training courses aimed at wider milieu such as healthcare workers from various levels.

**(Continued on page 12)**

The world of corporate social responsibility is peppered with many trailblazing Indian companies that have launched campaigns aimed at eliminating mental health stigma. One such pioneer is Aditya Birla Mpower, an initiative of Neerja Birlas and working under the umbrella of educational trust; AdityabirlaEducationtrust. Installed with the specific intent of waning stigma attached to seeking mental health asylum, Mpower evolves exceptional annual advertising campaigns over World Mental Health Day.

It cannot be overlooked that Mpower, in a recent initiative represented by the #EarForYou Sessions demonstrates its goal of delivering mental health care for everyone. Using these free 20-minute online counselling sessions, people in every nook and cranny of the county can empower themselves by accessing dedicated psychiatrists or psychologists from Zoom calls. This campaign not only increases awareness but also actively puts forth a dialogue on mental health and so this remains consistent with the primary intention of Mpower #StampOutStigma.



Source: Mpower #StampOutStigma

The CSR landscape saw another major player when Tata Trusts came into the domain of mental health where very little attention was given to awareness for serious disorders. Since the establishment of Tata Trusts nearly four decades ago, it has significantly contributed to mental health through grant-making strategies as well leadership in direct implementation and partnership with both governmental and non-government organisations.

The all-encompassing view adopted by them goes beyond the provision of financial assistance to a consideration that encompasses aspects such as understanding mental stability and its relevance in overall health.

ITC Limited's Fiamma sought to increase proactive discussions on mental wellbeing by partnering with The Minds Foundation for their first virtual clinic as a way of promoting the same. The sensitivity of mental health issues, the longstanding stigma and with this in mind; ITC Fiamma has conducted a survey on Mental Health in 2020. Meaning that no less than seventy percent young Indians below twenty-five years are faced with significant problems concerning their well being mentally speaking. Nevertheless, 26% of them turned to professionals for assistance; more than two-thirds initially used internet themes before the therapist.

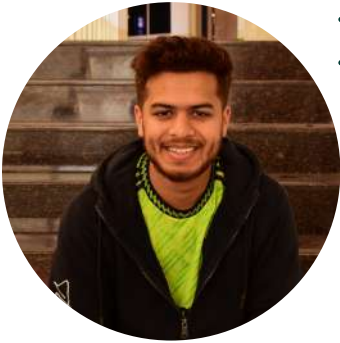
The emergence of the ITC Fiamma Virtual Clinic aided by The Minds Foundation is an addendum to be admired in the mental health initiative domain. Staffed by qualified therapists and offering affordability as well as a non-judgmental intimate virtual environment where one can find therapy without fear, the clinic is able to provide personal services. This makes assured expert advice, therapy and counselling readily available which contributes much in removing the barriers to mental health.

To conclude, the joint efforts of Infosys Foundation TCS IDFC FIRST Bank Aditya Birla Mpower and ITC Limited's Fiamma represent embodiment of empathy into corporate social responsibility. Each of the single organisations has indeed taken proactive steps and accounts for the multifaceted nature of these issues. Due to the fact that these initiatives include residential rehabilitation centres, virtual clinics, educational support as well as trauma studies they all contribute in making mental health stigma crumble. Through active participation in conversation, access to needed resources and encouragement of inclusion these companies demonstrate their efforts towards relieving the sufferings imposed upon those suffering from mental health problems. By means of their joint initiatives, they serve as embodiments in praxis of empathy deserving positive changes transgression social values pushing the agenda onwards towards more humane and considerate world.



Answer: c) Sports





# EMPOWERING COMMUNITIES:

## A SPOTLIGHT ON HINDUSTAN ZINC'S HOLISTIC CSR APPROACH

*Jigish Choudhary*

**EXCLUSIVE**

**M**r. Jainam Shah is the Lead Internal & Social Media Communication at Hindustan Zinc Limited, Udaipur. He has done his under graduation from Usha Pravin Gandhi College of Arts, commerce and science and post graduation from SIMC, Pune. In an interview with him we discovered that this company has done commendable CSR activities and brought positive changes to the lives of people living in their operational areas. The Sakhi Micro Enterprises is one of their many CSR Projects by Hindustan Zinc. It aimed to empower rural women by forming Self Help Groups (SHGs). This initiative provided leadership skills, entrepreneurial abilities, and support for economic well-being, fostering holistic growth. As a result, numerous uneducated women gained employment, achieving financial security. The project led to the formation of 2153 SHGs, benefiting 26,942 women, with 1309 SHG women becoming entrepreneurs and 32 Business Sakhis actively promoting locally manufactured products.

### **Aligned with Global and National Agendas:**

Shah focused on the convergence between Hindustan Zinc's CSR policy and programs with UN SDGs.

In the last two decades, pivotal areas that have been actively worked upon by this company include education, sustainable livelihoods, healthcare, water sufficiency skills development.

### **Impacting 1.7 Million Lives in FY23:**

Shah proudly mentions that the outreach of Hindustan Zinc serves as a clear demonstration of the company's dedication to social and economic development. The lives of 1.7 million people were positively affected by various community projects the company undertook in fiscal year 2023. This stunning figure highlights the organisation's commitment to addressing impactful, grassroots initiatives that represent critical social responsibility.

### **Building Strong Community Relations:**

The key component in Hindustan Zinc's approach is that they pay particular attention to establishment and preservation of close relationships with local communities. The company views such contacts as crucial for directing successful CSR implementation. Their community outreach draws from the said values of trust, honesty, responsibility, inclusivity and transparency.

### **Holistic Multi-Sectoral Programs:**

Hindustan Zinc's approach to meaningful inclusive growth touches the entire spectrum of basic needs from an integrated point. In accordance with the Schedule 7 of companies Act, 2013 - company has identified seven major thematic areas. This model is based on the continuum and convergence paradigm of last-mile delivery with specific business drivers for each programme and evidence-based impacts.



**In Frame: Mr. Jainam Shah**

### **Focus on Governance and Compliance:**

Hindustan Zinc has created a sound CSR governance structure that emphasises compliance. This guarantees successful implementation and right action on the field, stressing commitment to ethically responsible business practices.

### **Creating Leaders from Within the Community:**

Shah also highlights that the company works with many community based institutions like Federations, FPOs, Anganwadi Management Committees (AMCs) etc who see that there is a sense of ownership and the people become leaders as they would work in groups which fosters partnership for sustainable development. With differentiated needs and community linkages, the company facilitates wholesome development in line with world sustainability objectives that fuel India's national agenda.





# CRISIS MANAGEMENT IN CSR

## FEATURE INTERVIEW

### FEATURE

Jessica Gandhi



In an interview with Mr. Arun Arora, Director and Head of Communications (CSR) at Chetak Group, we uncovered insights into the world of crisis management under the CSR function. With a diverse educational background encompassing mechanical engineering, MBA, Hotel management, Journalism, and Mass communications, he brings a unique set of skills and knowledge to the professional arena. Mr Arora has a coveted experience of 32 years in the Public Relations industry. He has worked in renowned companies like Maruti Suzuki, GMR Delhi Airport, Jindal Steel and Power, GBK, Cane Oil and Gas, and Vedanga. He provided valuable insights on how to handle crises which are aligned with his own dynamic experience in CSR, in this exclusive interview for the PR Wire.

**Q** Can you discuss a time when you successfully turned a CSR crisis into an opportunity for positive change?

**A** During my journey as a communications professional at Maruti Suzuki, one particular instance left a significant impact on the entire organization, wherein all the employees, including young engineers and fresh MBAs, went on strike as they were unhappy with the organization's modus operandi. In response, our team decided to launch an effective social intervention strategy. We reached out to the families of the employees and explained our plans for various social interventions, including opportunities for them to have houses in the neighborhood and own a car in their late 20s or early 30s. Simultaneously, we conducted a need assessment survey in the areas where our manufacturing facility was located, identifying the localities' requirements. Immediate CSR interventions were implemented to address the needs of employees. Following these initiatives, we conducted an impact assessment survey to evaluate whether our interventions helped to meet the needs of the employees and their families or not. This comprehensive strategy proved to be highly successful in preventing the strike and enhancing the overall well-being of our workforce and their communities.

**Q** In light of your experience with crisis management in CSR, can you share with us about a CSR effort in times of crisis?

**A** If you're talking about CSR efforts in times of crisis, then let me share an example, during the COVID pandemic, we distributed dry rations to many individuals affected by the exodus from major cities, especially those going back to their hometowns, long miles away. Our team decided to implement two interventions through Chetak Logistics to address the immediate need for food distribution of sanitization kits and dry rations. The first intervention involved providing sanitization kits. These kits included essential items such as masks, hand sanitizers,

disinfectants, and informational materials on practicing proper hygiene. The goal was to contribute towards the well-being of the people by helping them maintain cleanliness and reduce the risk of infection.



**In Frame: Mr. Arun Arora**

The second intervention focused on addressing the immediate food requirements of the affected individuals. Given that many people were walking long distances without access to regular meals, the distribution of dry rations aimed to provide them with non-perishable food items. This included staples such as rice, lentils, pulses, and other essential items that are easy to transport and have a longer shelf life, ensuring sustenance for those in need. Both interventions were designed to alleviate the challenges faced by individuals during the crisis, aiming to provide not only immediate relief but also support for maintaining health and well-being in the midst of the challenging circumstances caused by the COVID-19 pandemic. However, when dealing with food distribution, there's a risk of issues such as food poisoning. In such cases, individuals might associate the problem with the source of food distribution.

(Continued on page 15)



*While our intention is to provide assistance with good intentions, it's crucial to be mentally prepared for potential crises to avoid being held liable in case of any issues. So, when engaging with members of society, even with good intentions, one must be prepared for possible crises to mitigate any liability.*

**Q How did you handle a situation where there was a conflict between CSR principles and business interests during a crisis?**

**A** *The CSR initiatives commenced by our team are usually aligned with our company's core objectives. Our fundamental goal is to serve a wide range of stakeholders, encompassing not only clients but also our employees, stakeholders, and communities. We focus on adopting a holistic approach to our mission. This integration ensures a smooth harmony between our CSR efforts and the overarching objectives of the company. There is a deliberate effort to steer clear of conflicts, and instead, the CSR initiatives actively contribute to and enhance the fulfilment of our broader mission. This strategy establishes a synergy where social responsibility becomes an integral component of achieving our company's objectives, generating a positive impact on various fronts.*

**Q In a CSR context, how do you prioritize stakeholders during a crisis as each stakeholder serves a different role and contributes to the overall success of the organisation?**

**A** *When discussing social interventions and giving importance to stakeholders or beneficiaries, one crucial aspect is dealing with the communities around our manufacturing facilities. These communities are essentially our neighbours, and maintaining good relations with them is vital for obtaining the license to operate. It is important to conduct a needs assessment survey, before setting up manufacturing facilities. Understanding the local requirements and providing essential amenities like schools, hospitals, or roads contributes to building a positive relationship. It is essential to address community concerns, such as potential pollution. The company should try giving assurance regarding sufficient safeguards to prevent air or noise pollution. The community takes precedence in priorities.*

*Next in line are our employees. Recognizing their needs and implementing welfare measures within the organization is essential. Happy employees contribute to the overall success of the company. The third priority is our customers, as they are the backbone of our existence. Communicating our commitment to minimizing environmental impact, upholding human rights, and ensuring responsible manufacturing is vital for customer satisfaction. By addressing both internal and external stakeholders, including communities, employees, and customers, we aim to harmonize with society.*

*Did you Know?*

In crisis management, there is a concept known as the **"golden hour,"** referring to the crucial first 60 minutes after a crisis occurs. Rapid and effective response during this period can significantly impact the outcome of the crisis.

**Q How do you ensure that CSR is not just a reactive measure during a crisis but is integrated into the organization's long-term resilience and sustainability planning?**

**A** *"CSR should not just be a reactive measure during crises; instead, it should act as an integrated and sustainable element of an organization's strategy and planning." Organisations should adopt a thorough holistic approach in their planning. The CSR measures should align with the overall organizational objectives. The first step involves identifying the target audience, followed by a thorough needs assessment study to understand their requirements.*

*Secondly, the interventions that are designed by the team should be in harmony with the company's business objectives. Finally, an impact assessment is conducted to evaluate whether the interventions achieved the desired effects. If the results align with the intended impact, it indicates the right direction. If not, adjustments or alterations are made to realign the plan with the overall company objectives.*

In conclusion, the interview proves to serve as a roadmap for an organization to navigate its way through crises. During crises, the aligned adoption of transformational leadership serves to provide direction to the employees. This shows that CSR can not only solve crises but also promote positive change and growth within an organization, internally and externally.

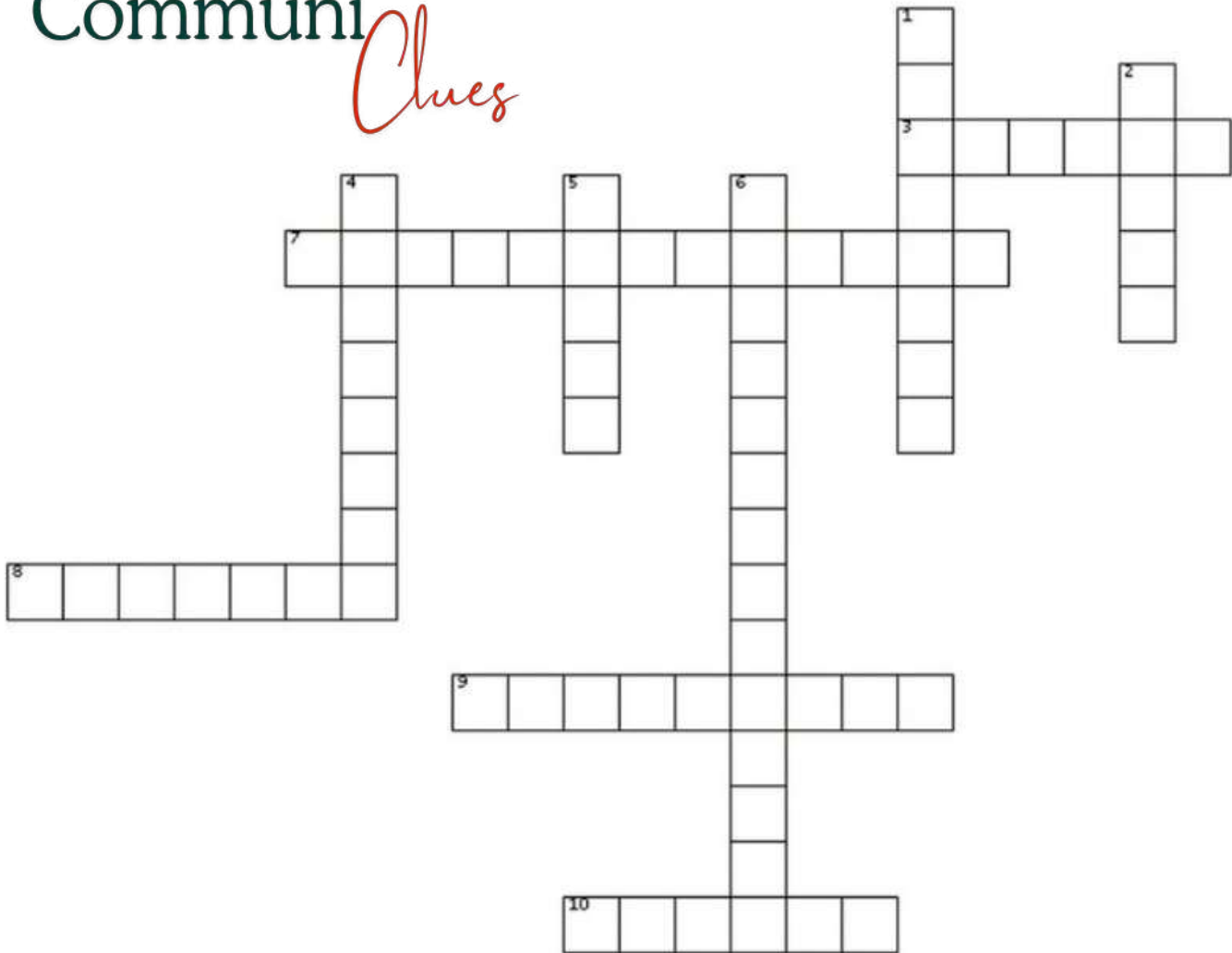


Answer: a) Ministry of Corporate Affairs



# Communi

## Clues



### ACROSS

3. A formal business offer to an organization in need of a specific service
7. An official announcement put out by a representative of a brand or organisation
8. Information, media, or material presented in various forms, such as text, images, or multimedia
9. The act of a seller influencing and convincing buyers to buy their products or services.
10. A sudden or unplanned event that could result in instability of an organisation

### DOWN

1. Connecting with journalists, influencers, editors or bloggers
2. The total number of people who see your content
4. A prepackaged set of promotional materials that could provide information about a brand
5. Name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers
6. Mutually beneficial relations between PR professionals and the media

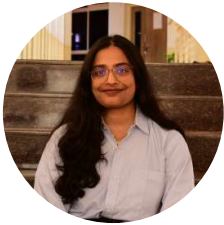
ANSWERS-  
Across- 3. tender 7. press release 8. content 9. marketing 10. crisis  
Down- 1. reach 2. media relations 4. media kit 5. brand 6. publicity

# **PR WIRE**

## MEET THE TEAM

---

### EDITORS



Charu Sharma



Paramita Das

### VISUAL EDITORS



Devashri Nambiar



Alifiya Kazi

### DESIGN & LAYOUT EDITORS



Aditi Srivastava



Sakshi Vishwakarma

### CONTENT TEAM



Medha Maji



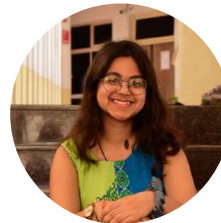
Himanshu Ranjan



Jigish Choudhary



Jessica Gandhi



Vibhuti Garg



Kavish Sharma



Shradha Raj



Mayank Ahuja



Debdutta Sinha