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IMPACT OF CSR ACTIVITIES ON THE GARMENT INDUSTRY IN THE WESTERN REGION OF MUMBAI

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ABSTRACT

Corporate Social Responsibility (CSR) has emerged as an important component of modern business operations. Businesses are increasingly expected to contribute not only to economic growth but also to social welfare and environmental sustainability. The garment industry is one of the most significant employment-generating sectors in metropolitan regions such as Mumbai. With increasing regulatory expectations and public awareness, garment firms are gradually integrating CSR practices into their business strategies.

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The present study examines the impact of CSR activities on the garment industry in the western region of Mumbai. The research evaluates how CSR initiatives influence employee welfare, environmental responsibility, and the reputation of garment firms. Primary data were collected from 147 respondents, including managers, employees, and supervisors working in garment units located in the western suburbs of Mumbai. Secondary data were collected from journals, policy reports, and CSR publications.

The findings indicate that CSR initiatives have a positive impact on employee satisfaction, workplace conditions, and community engagement. However, the level of CSR implementation differs between large firms and small garment units due to differences in financial capacity and organizational structure. The study concludes that strengthening CSR initiatives can contribute significantly to sustainable industrial development in the region.

Keywords: Corporate Social Responsibility, Garment Industry, Industrial Sustainability, Employee Welfare, Mumbai.

1. Introduction

Corporate Social Responsibility (CSR) refers to the responsibility of organizations to operate in a manner that contributes to economic development while improving the quality of life of employees, local communities, and society at large. Businesses are increasingly expected to adopt ethical practices that promote environmental protection, social welfare, and sustainable development.

The garment industry plays a vital role in the economic development of urban regions. In Mumbai, the western suburban belt includes a large number of garment manufacturing units,

wholesale markets, and small-scale production centers. Areas such as Andheri, Goregaon, Malad, and Borivali host numerous garment firms engaged in production, trading, and export activities.

Despite its economic contribution, the garment industry often faces challenges related to labor conditions, environmental impact, and workplace safety. CSR initiatives provide an opportunity for garment firms to address these issues by adopting socially responsible practices.

CSR activities in the garment sector may include employee welfare programs, health and safety measures, skill development initiatives, waste management systems, and community development projects. Such initiatives help improve organizational reputation while also benefiting society.

The present research aims to evaluate the extent to which CSR activities influence the development and functioning of the garment industry in the western region of Mumbai.

2. Review of Literature

Carroll (1991) proposed that corporate responsibility includes economic, legal, ethical, and philanthropic dimensions. According to this framework, businesses must balance profit objectives with social obligations.

Porter and Kramer (2006) emphasized that CSR initiatives can create shared value by addressing social problems while improving business competitiveness.

Mishra and Suar (2010) studied CSR practices in Indian organizations and found that CSR initiatives positively influence employee satisfaction and organizational commitment.

Sharma and Talwar (2005) highlighted that CSR initiatives contribute to community development and environmental sustainability in developing economies.

Singh (2019) examined CSR practices in manufacturing industries and found that employee welfare and environmental protection were the most common CSR initiatives adopted by firms.

Although these studies highlight the importance of CSR, limited research has focused specifically on the garment industry in urban regions such as Mumbai. Therefore, there is a need to analyze how CSR activities influence industrial development in this sector.

3. Research Gap

Most existing studies focus on CSR practices in large corporate organizations. However, small and medium industries such as garment manufacturing units have received comparatively less attention in CSR research. Furthermore, there is limited research examining CSR initiatives within the garment sector in Mumbai's western region.

This study attempts to fill this gap by analyzing the impact of CSR activities on the garment industry in this region.

4. Objectives of the Study

The study has been conducted with the following objectives:

1. To examine the CSR activities undertaken by garment firms in the western region of Mumbai.
2. To evaluate the impact of CSR initiatives on employee welfare in the garment industry.

3. To analyze the role of CSR activities in promoting environmental responsibility.
4. To assess the perception of employees regarding CSR practices.
5. To suggest measures for strengthening CSR initiatives in the garment sector.

5. Hypothesis

H₀ (Null Hypothesis): CSR activities do not significantly influence the development of the garment industry in the western region of Mumbai.

H₁ (Alternative Hypothesis): CSR activities have a significant positive impact on the development of the garment industry in the western region of Mumbai.

6. Research Methodology

Research Design

The study adopts a descriptive research design to analyze the role of CSR activities in the garment industry.

Area of Study

The research is confined to the western suburban region of Mumbai, where a large number of garment firms operate.

Sample Design

Particulars	Details
Target Population	Employees and managers working in garment firms
Sample Size	147 respondents
Sampling Method	Convenience Sampling
Respondent Category	Managers, supervisors, and employees

Sources of Data

Primary Data

Primary data were collected using a structured questionnaire distributed among employees and managers working in garment firms.

Secondary Data

Secondary data were collected from:

- Research journals
- Books on CSR
- Government reports
- Industry publications

7. Data Analysis and Interpretation

Table 1

Awareness of CSR Activities among Respondents

Response	Number of Respondents	Percentage
Highly Aware	52	35%
Moderately Aware	63	43%
Slightly Aware	22	15%
Not Aware	10	7%
Total	147	100%

Interpretation

The data shows that a majority of respondents are aware of CSR initiatives undertaken by garment firms. Around 78% of respondents reported moderate to high awareness of CSR activities.

Table 2

Perception of Employees regarding CSR Impact on Workplace

Opinion	Respondents
Strongly Agree	46
Agree	58
Neutral	25
Disagree	12
Strongly Disagree	6

Interpretation

Most respondents believe that CSR initiatives positively influence workplace conditions, employee welfare, and organizational culture.

8. Major Findings

1. A majority of garment firms undertake CSR activities related to employee welfare and workplace safety.
2. CSR initiatives contribute positively to employee satisfaction and organizational reputation.

3. Environmental CSR activities such as waste reduction and recycling are gradually increasing.
4. Small garment units participate in CSR activities but at a limited scale due to financial constraints.
5. CSR initiatives enhance the public image and credibility of garment firms.

9. Suggestions

1. Garment firms should develop structured CSR policies aligned with sustainability goals.
2. Small garment units can collaborate with industry associations to undertake joint CSR initiatives.
3. More emphasis should be placed on environmental sustainability practices such as waste management.
4. Training programs should be organized to increase employee awareness about CSR activities.
5. Government agencies should encourage small industries to adopt CSR practices through incentives.

10. Conclusion

The study concludes that CSR activities play an important role in promoting sustainable development in the garment industry in the western region of Mumbai. CSR initiatives contribute to improved employee welfare, better workplace conditions, and enhanced corporate reputation.

Although large garment firms are more active in implementing CSR programs, smaller firms are gradually recognizing the importance of socially responsible practices. Strengthening

CSR initiatives in the garment sector can contribute to long-term industrial growth and social development in the region.

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