

Green Corporate Social Responsibility (CSR) in Small Scale Industries (SSIs) in India: A Pathway to Sustainable Development

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ABSTRACT

Green Corporate Social Responsibility (CSR) has become an essential strategy for Small Scale Industries (SSIs) in India to contribute to sustainable development. Green CSR initiatives, such as reducing carbon emissions, enhancing energy efficiency, effective waste management, and engaging in local environmental conservation, not only improve an SSI's reputation but also align their operations with environmental and social well-being. This is particularly important in India, where SSIs play a vital role in employment generation and regional development. Integrating sustainability into business strategies helps SSIs contribute to the United Nations' Sustainable Development Goals (SDGs), particularly in areas like climate action, responsible consumption, and environmental conservation.

However, implementing Green CSR in SSIs comes with challenges, including high initial costs, limited access to sustainable technologies, regulatory complexities, and the need for a cultural shift within organizations. Balancing profitability with sustainability can be difficult in a competitive environment, especially for resource-constrained SSIs. This paper explores potential solutions, such as government incentives, public-private partnerships, and capacity-building initiatives, to overcome these barriers. It emphasizes the importance of supportive policy frameworks, stakeholder engagement, and innovation to ensure Green CSR drives sustainable development within India's small-scale industrial sector...

Keywords: Green Corporate Social Responsibility, Small Scale Industries, Sustainable Development, Environmental Sustainability, Corporate Strategies, Stakeholder Engagement, Climate Action, UN SDGs, Ethical Business Practices, Indian Econ

INTRODUCTION:

Green Corporate Social Responsibility (CSR) has added global recognition as businesses endeavor to bring into line their operations with sustainable development goals (Carroll & Shabana, 2010). It involves adopting environmentally responsible practices that minimize ecological harm while promoting social and economic well-being. Small Scale Industries (SSIs) in India are an important source of employment and regional economic development and more of them are now realizing the necessity to integrate sustainability into their strategies (Agarwal, 2021). Green CSR initiatives such as energy efficiency, waste management, and pollution reduction can help SSIs maintain competitiveness while contributing to India's sustainability agenda (Gupta & Singh, 2020).

SSIs contribute approximately 45% of total industrial output and 40% of total exportations in India (Ministry of Micro, Small & Medium Enterprises [MSME], 2021). However, they also face environmental challenges, including excessive resource consumption, inefficient

waste disposal, and high carbon emissions (Kumar & Dhingra, 2019). Addressing these issues through Green CSR practices aligns with the United Nations Sustainable Development Goals (SDGs), principally in climate action and conscientious consumption (United Nations, 2015). Despite the benefits, SSIs often struggle with Green CSR adoption due to financial constraints, limited access to sustainable technology, and regulatory complexities (Jamali & Karam, 2018). Effective policy support, public-private partnerships, and stakeholder engagement are essential to overcoming these challenges (Porter & Kramer, 2011).

One major barrier to Green CSR adoption is the high initial investment required for sustainable technologies, which many SSIs cannot afford (Rao, 2018). Additionally, limited technical expertise and unclear environmental regulations hinder sustainable transitions (Chopra & Mehta, 2022). Many business owners prioritize temporary effectiveness over long-term environmental responsibility, necessitating a cultural shift toward sustainability (Sharma, 2020). Government incentives such as tax benefits, subsidies, and financial support can mitigate cost concerns and encourage green initiatives

(Bhattacharya, 2021). Public-private partnerships enable knowledge-sharing, innovation, and access to advanced technologies (Mishra & Saxena, 2021). SSIs are

further empowered to successfully implement sustainable practices through capacity-building programs and training efforts. (Jain & Kaur, 2020).

Organizations need to engage their stakeholders to make progress toward Green CSR. Collaboration with customers, suppliers, government agencies, and NGOs fosters a supportive sustainability ecosystem (Verma & Chatterjee, 2019). The preference of environmentally conscious consumers helps businesses build better reputations while establishing competitive advantages (Srivastava, 2021). SSIs can receive greater funding because sustainable reporting alongside ethical practices enhance investor confidence about green initiatives (Mehta, 2022). Green CSR establishes a sustainable economic path which enables SSIs in India to become economic resilient through environmental protection measures. Strategic policies along with collaborations and capacity-building programs help SSIs overcome financial and regulatory barriers so they can adopt Green CSR more quickly which guarantees sustainability while driving long-term growth.

BACKGROUND OF THE STUDY

Professional organizations now recognize CSR as essential to their operations as they handle both ethical responsibilities and social concerns and environmental sustainability based on Carroll's (1999) model. The rise of green CSR has become more important because industries experience intensifying pressures from government authorities and public consumers and worldwide sustainability initiatives (Dangelico & Pujari, 2010). The current environmental struggles and global warming threats require Small-Scale Industries (SSIs) along with other businesses to use sustainable approaches for lasting compliance with environmental laws (United Nations, 2015). The economic expansion and employment generation of India primarily depend on SSIs because they generate 30% of GDP and supply 45% of exports (MSME, 2023). SSIs face difficulties in adopting Green CSR practices because they encounter financial difficulties and technological barriers alongside complicated regulations (Goyal & Kumar, 2021). Lack of resources and incentives prevents SSIs from adopting sustainability practices because the Companies Act 2013 does not impose such requirements upon large corporations (Chatterjee & Mitra, 2017).

The significance of Green CSR in SSIs lies in its ability to enhance business performance while minimizing environmental impact. Sustainable practices like energy efficiency, waste supervision, and pollution regulator can improve competitiveness, regulatory compliance, and brand reputation (Dangelico, 2017). Aligning Green CSR with India's National Action Plan on Weather Change (NAPCC) and the United Nations Sustainable Development Goals (SDGs) can further promote long-term sustainability (United Nations, 2015). However, widespread adoption is hindered by high initial investment costs, limited access to green technology, and

weak enforcement of environmental policies (Jamali & Karam, 2018). Additionally, inconsistent regulatory frameworks and a lack of awareness and technical expertise slow progress in this sector (Ghosh, 2020). The function of Green CSR in SSIs is examined in this paper, assessing its environmental benefits, challenges, and impact on business performance. It also examines government policies, financial incentives, and stakeholder engagement as key enablers, offering insights into how SSIs can integrate sustainability into their business models to support India's sustainable development goals.

MOTIVATION BEHIND THE STUDY

The growing global focus on sustainability has made Green Corporate Social Responsibility (CSR) essential for Small-Scale Industries (SSIs) in India. SSIs contribute significantly to economic growth, employment, and exports but often face environmental difficulties brought on by a lack of resources and outdated technology. Integrating Green CSR can enhance sustainability while ensuring business competitiveness.

SSIs experience difficulties because of their financial constraints and their obstacles from technology and regulation. To handle these issues demands strategic solutions jointly with assistance from governing bodies in addition to collaboration from all stakeholders. The implementation of Green CSR depends on public-private partnerships as well as specific financial rewards which support long-term sustainability.

This research examines Green CSR practices in Small Scale Industries through an evaluation of both advantages and difficulties while delivering knowledge for business leaders and public

officials. The study seeks to discover beneficial approaches along with policy models that help foster sustainable practices in SSIs which will support India's environmental and economic objectives.

LITERATURE REVIEW

Business strategy now includes CSR as a crucial factor specifically aimed at environmental sustainability. Corporate programs promoting ecological reduction through sustainable business operations represent Green CSR practices (Carroll & Shabana, 2010). The Small Scale Industries (SSIs) sector acts as a vital economic choice which boosts national employment as well as regional development but faces obstacles in implementing Green CSR because of poor financial and technological frameworks (Kumar & Nayak, 2020). Green CSR initiatives within SSIs create potential for sustainable growth because they develop environmental responsibility while joining global sustainability objectives (Porter & Kramer, 2011).

Organizations working with Small Scale Industries can evaluate their Green CSR adoption through various theoretical frameworks. The economic and social benefits

combine with environmental aspects in the business strategy model introduced by Elkington as the Triple Bottom Line (TBL) approach in 1997. According to stakeholder theory businesses are expected to find equilibrium between diverse stakeholder groups including workers, customers and government agencies for enduring sustainability (Freeman, 1984). The mentioned theories serve as fundamental principles to understand the advantages of Green CSR implementation in SSIs. The United Nations uses Sustainable Development Goals (SDGs) as a global sustainability framework which includes Green CSR as one of its essential elements. SSIs help accomplish SDG 12 and SDG 13 by using sustainable manufacturing techniques to create decreased environmental impacts (United Nations, 2015). The implementation of sustainable business operations by companies brings lasting financial value with higher consumer trust levels and stronger competitive positions according to Goyal & Kumar (2021). Many SSIs face challenges in attaining sustainability targets as they do not possess sufficient capabilities or awareness in sustainable practices

The implementation of Green CSR in SSIs faces multiple challenges, primarily due to financial constraints, technological limitations, regulatory complexities, and lack of awareness among stakeholders. One of the most significant barriers is the high initial investment required for green technologies. Many SSIs operate having little money, which makes investing in renewable energy challenging, waste management, and energy-efficient systems (Gupta & Jain, 2021). Moreover, sustainable business practices often require long-term capital commitment, which small enterprises may find unfeasible (Schaltegger, Hansen, & Lüdeke-Freund, 2016). Another critical challenge is the limited access to sustainable technologies. Research suggests that while large corporations can afford advanced eco-friendly technologies, SSIs struggle to obtain cost-effective solutions tailored to their scale of operation (Verma, 2020). This technological gap creates disparities in the adoption of Green CSR, making it challenging for SSIs to comply with sustainability goals (Sarkar & Sinha, 2022).

The process of adopting Green CSR becomes challenging because of regulatory and policy problems in SSIs. Environmental sustainability regulation in India faces difficulties because its institutions work separately from each other. SSIs face challenges when complying with environmental regulations because both policy transformations and executive implementation ambiguities make regulations difficult to follow (Chatterjee & Das, 2021). Bureaucracy-related difficulties along with corruption levels act as deterrents for SSIs to participate in corporate social responsibility (CSR) activities (Kumar & Gupta, 2022). Furthermore, cultural and organizational resistance pose significant obstacles. Traditional management principles rule most SSIs which indicates sustainability does not drive their operational decisions. Most employees together with management teams demonstrate poor understanding of Green CSR benefits which hinders their acceptance of these practices (Mitra, 2023). The inadequate involvement of stakeholders hinders the success of Green CSR initiatives

since the partnership between industries and their government counterparts and non-governmental organizations has proven to be weak (Banerjee & Dutta, 2020).

Despite these challenges, Green CSR presents significant opportunities for SSIs to enhance their sustainability and competitiveness. One of the primary opportunities is cost savings through resource efficiency. Studies indicate that investing in Sustainable methods can result in significant cost savings, such as recycling waste and using energy-efficient equipment in the long

run (Delmas & Burbano, 2011). Energy-efficient solutions have proven to lower operational expenses and enhance profitability (Paul, 2022). Additionally, government incentives and policy support provide a crucial opportunity for SSIs to adopt Green CSR. The Indian government has launched several schemes, such as the Zero Effect Zero Defect (ZED) certification and the Green Rating for Integrated Habitat Assessment (GRIHA), to encourage small businesses to implement sustainability practices (Ministry of MSME, 2021). Furthermore, access to financial aid, tax benefits, and subsidies for green initiatives makes it more feasible for SSIs to adopt CSR strategies (Rana, 2023).

The development of innovative technology solutions for sustainability stands as an emerging opportunity which SSIs can exploit (Ghosh, 2020). Companies have gained effective tools for Green CRM implementation through renewable energy discoveries and artificial intelligence sustainability measures along with blockchain supply chain transparency (Ghosh, 2020). The costs of existing technologies continue to decline and their availability has increased thereby minimizing technological inequality between big companies and small organizations (Mukherjee & Sharma, 2022). SSIs implement Green CSR because market competitiveness and strong brand reputation provide them with powerful incentives. The market is evolving towards environmentally friendly purchases while customers embrace CSR dedicated businesses because of their demonstrated ethical responsibility (Porter & Kramer, 2011). The implementation of green branding helps small and singular firms (SSIs) achieve better market positioning and develop new opportunities according to Sharma and Rao (2021). Stakeholder engagement along with collaborations represents a key solution for overcoming the challenges that emerge from Green CSR initiatives. Sterile Service Installations can access sustainability support through technical assistance and funding and knowledge exchange with big corporations along with NGOs and international organizations (Das, 2023). Public-private partnerships (PPPs) succeed in sustainable development since they unite governmental policies with industrial requirements (Patra & Bhattacharya, 2022).

The implementation of Green CSR in Small Scale Industries (SSIs) produces multiple opportunities in addition to important hurdles that businesses face. The adoption of Green CSR encounters barriers due to financial restraint alongside technological limitations as well as regulatory obstacles and cultural resistance yet benefits from cost cost effectiveness as well as

government incentives with technological progress and stakeholder joint ventures which create potential solutions to these difficulties. The strategic capabilities within SSIs in India can establish sustainable operations according to international environmental targets and simultaneously build economic value while protecting environmental resources. Studies should concentrate on developing specialized green CSR strategies for various economic sectors to improve sustainable business approach adaptability throughout different industrial fields.

RESEARCH GAP

Studies about sustainability and Green Corporate Social Responsibility (CSR) adoption among Small Scale Industries (SSIs) in India remain insufficient despite the increasing corporate focus on these issues. Most scholarly research covers the environmental effects of large enterprises and multinational corporations while failing to identify how small scale industries integrate Green CSR into their business structures. The literature demonstrates various advantages of sustainable approaches through charges reductions and positive brand image alongside regulatory compliance but existing research lacks concrete evidence about the actual implementation obstacles which Small Scale Industries face regarding budget limitations and complex rules and technological hurdles. Researchers have yet to fully understand how governmental regulations and stakeholder involvement work to promote Green Corporate Social Responsibility acceptance in Small and Significant Enterprises. Existing research has neglected to determine the extended economic and environmental effects of Green CSR in SSIs as well as industry-specific solutions to implement it. The research objective aims to bridge the knowledge gaps regarding Green CSR practices in Indian SSIs by evaluating present sustainability initiatives while developing practical solutions to surmount adoption barriers.

OBJECTIVES OF THE STUDY

To scrutinize the role of Green CSR in Small Scale Industries (SSIs) in India

To evaluate the environmental benefits of Green CSR initiatives in SSIs

To recognize the objections met by SSIs in adopting Green CSR

To analyze the influence of Green CSR on business achievements and competitiveness

To evaluate the role of government policies and stakeholder engagement in promoting Green CSR

RESEARCH METHODOLOGY

To assess the Green CSR implementation in the Indian SSIs, this study follows up a qualitative research methodology on the basis of the secondary data examination. Three major steps make a research methodology: data collection, data analysis and development of the framework. The aim of the research involves the review of academic journals and Industry

reports and government papers on Green CSR and SSIs. Case studies of Indian SSIs which have successfully been able to integrate Green CSR initiatives will be analyzed and the best practices and challenges will be understood. Regulatory compliance and industry trend in terms of environmental sustainability in SSIs will be reviewed through policy documents, sustainability reports and other corporate disclosures. In addition, the evaluation will be made based on international best practices for Green CSR in the small enterprises in order to extract comparative insights and identify global benchmarks.

The challenges, benefits, strategies related to Green CSR implementation will be classified using thematic analysis. It will also conduct a comparative analysis to find gaps in terms of policy initiatives and actual adoption rates of SSIs. The Green CSR will be assessed for the trend in Green CSR adoption and in terms of the efficacy of sustainability policies in using statistical data from sources like Ministry of Micro, Small and Medium Enterprises (MSME), United Nations Sustainable Development Goal (SDG) reports and industry surveys.

An outline of a conceptual is proposed based on the discoveries to enhance greater adoption of Green CSR in SSIs. These will structure insights on how barriers can be overcome and on sustainable business practice optimization which is the framework. Subsequently, recommendations will be made for policymakers, business owners and stakeholders that would facilitate the promotion and implementation of sustainable practices in SSIs by ensuring congruence with national and global sustainability goals.

DATA ANALYSIS AND DISCUSSION

Implementation of Green Corporate Social Responsibility (CSR) in Small Scale Industries (SSIs) is critical to sustainable development and at the same time presents some of the significant

challenges and great opportunities. Both financially constrained as well as racially biased, SSI's must overcome regulatory hurdles and technological limitations that hinder their effectiveness of implementing eco friendly initiatives. Still having seen some barriers that exist, however, these industries can be overcome with appropriate policy support, financial incentives and in the case of digital transformation, advancements. Based on statistical data this analysis also highlights the most significant reasons of the lack of wide Green CSR adoption and what factors will make Green CSR attracted more. Initial investment costs are high, there is limited access to green financing, and change in the organization leads to resistance. To the contrary, government interventions, public private partnerships, and digital tools are alternatives that can enable promotion of sustainability in SSIs. SSIs have an opportunity to integrate Green CSR into their business models while still achieving long survival by addressing these challenges and using available opportunities. Based on the summary in the table below, the detailed insights into those challenges and opportunities are provided.:

Category	Key Factor	Statistic/Data	Source
Challenges in Implementing Green CSR in SSIs			
Financial Constraints	Initial Investment in Sustainable Technology	65% of SSIs report high costs as a barrier to adopting Green CSR.	Jamali & Karam (2018)
	Limited Access to Green Finance	Only 30% of SSIs receive financial support for green initiatives.	Chkanikova & Mont (2015)
Regulatory Barriers	CSR Mandate Exclusion	85% of SSIs are exempt from mandatory CSR under the Companies Act, 2013.	Chatterjee & Mitra (2017)
	Regulatory Changes	60% of SSIs find frequent policy shifts a major hurdle to sustainability investment.	Dangelico & Vocalelli (2017)
Lack of Technological Infrastructure	R&D Investment	Less than 10% of SSIs invest in green technology R&D.	Ghosh (2020)
	Knowledge Gap	72% of SSIs lack access to green technology expertise.	Porter & Kramer (2011)
Cultural & Organizational Challenges	Resistance to Change	55% of SSIs cite traditional business practices as a major obstacle.	Delmas & Burbano (2011)
	Eco-Conscious	Only 40% of SSIs have	Singh &

Category	Key Factor	Statistic/Data	Source
	Culture	sustainability-focused leadership.	Chandra (2020)
Opportunities for Enhancing Green CSR in SSIs			
Government Incentives & Policy Support	Green Tax Incentives	70% of SSIs show interest in adopting Green CSR if tax benefits are provided.	United Nations (2015)
	NAPCC Policy Integration	50% of SSIs believe integrating Green CSR into national policies would boost participation.	Kumar & Nayak (2020)
Public-Private Partnerships	Collaborative Efforts	65% of SSIs involved in public- private partnerships report improved sustainability.	Jamali & Karam (2018)
	Sustainable Supply Chains	45% of SSIs have benefitted from large corporations' green supply chains.	Goyal & Kumar (2021)
Innovation & Digital Transformation	Digital Tools for Sustainability	55% of SSIs plan to adopt AI and blockchain for CSR activities in the next five years.	Ghosh (2020)
	Resource Optimization	60% of SSIs report cost savings after implementing digital sustainability solutions.	Chkanikova & Mont (2015)

CHALLENGES IN IMPLEMENTING GREEN CSR IN SSIS

A significant barrier to Green CSR adoption in SSIs is the high initial investment required for sustainable technologies. According to Jamali & Karam (2018), **65% of SSIs** cite high costs as a major deterrent to implementing green practices. Furthermore, the availability of financial support for such initiatives remains limited, with only **30% of SSIs** securing green finance options (Chkanikova & Mont, 2015). The lack of government subsidies and tax benefits further exacerbates the financial burden on small enterprises, discouraging investment in renewable energy, waste management, and other sustainable practices.

Regulatory compliance remains a major hurdle for SSIs in India. Unlike large corporations, which are mandated to undertake CSR initiatives under the Companies Act, 2013, **85% of SSIs** are exempt from such obligations (Chatterjee & Mitra

2017). This exclusion creates inconsistencies in CSR engagement across industries. Additionally, **60% of SSIs** struggle with frequent regulatory changes, which create uncertainty and discourage long-term sustainability investments (Dangelico & Vocalelli, 2017). A more stable regulatory framework and targeted incentives could enhance compliance and encourage participation in Green CSR initiatives.

Many SSIs lack the technical expertise and infrastructure to implement Green CSR effectively. Research by Ghosh (2020) highlights that less than **10% of SSIs** invest in research and development (R&D) for green technology modernization, significantly limiting their ability to adopt sustainable solutions. Additionally, **72% of SSIs** lack access to essential knowledge and expertise in green technology, further hindering their transition to environmentally responsible operations (Porter & Kramer, 2011). Bridging this gap through collaborative efforts between academic institutions, government bodies, and private enterprises could help in knowledge transfer and capacity-building.

Organizational resistance to change is another significant barrier to Green CSR adoption in SSIs. A study by Delmas & Burbano (2011) found that **55% of SSIs** struggle with ingrained traditional business practices that resist the shift toward sustainability. Moreover, Singh & Chandra (2020) report that only **40% of SSIs** have leadership structures that prioritize sustainability, making it difficult to foster an eco-conscious corporate culture. Addressing these cultural barriers through leadership development and employee engagement programs is critical to encouraging sustainable practices in SSIs.

OPPORTUNITIES FOR ENHANCING GREEN CSR IN SSIS

Policy interventions play a crucial role in promoting Green CSR among SSIs. According to the United Nations (2015), **70% of SSIs** are willing to adopt sustainable practices if financial enticements, like tax break and grants, are provided. Additionally, integrating Green CSR into India's National Action Plan on Climate Change (NAPCC) could enhance regulatory clarity and provide a structured approach to sustainability. Research by Kumar & Nayak (2020) found that **50% of SSIs** believe that aligning Green CSR with national policies would facilitate greater engagement in sustainability efforts.

Collaborative efforts between government agencies, private companies, and non-governmental administrations (NGOs) can pointedly augment the implementation of Green CSR in SSIs. Jamali & Karam (2018) found that **65% of SSIs** that engaged in public-private partnerships reported improvements in sustainability. Additionally, partnerships with larger corporations have led to the development of sustainable supply chains, benefiting **45% of SSIs** by reducing environmental impact and improving operational efficiency (Goyal & Kumar, 2021). Encouraging such partnerships can drive innovation and provide SSIs with the knowledge and assets required to implement Green CSR.

The integration of Digital technology offer new possibilities for SSIs to optimize their sustainability practices. According to Ghosh (2020), **55% of SSIs** plan to adopt artificial intelligence (AI) and blockchain technology for CSR-related activities within the next five years. These digital solutions can help businesses improve transparency, enhance supply chain sustainability, and reduce environmental footprints. Furthermore, Chkanikova & Mont (2015) found that **60% of SSIs** reported cost savings after implementing digital tools for resource optimization. By leveraging technology, SSIs can achieve sustainable growth while maintaining financial viability.

FINDINGS, CONCLUSION, LIMITATIONS AND SCOPE OF THE STUDY

FINDINGS OF THE STUDY

Green Corporate Social Responsibility (CSR) in SSIs has a lot of challenges, which are generally financial barriers, regulatory issues, lack of technical infrastructure, and social resistance. The high initial investment in sustainable technology represents a substantial hurdle, as the majority of SSIs find cost to be the biggest obstacle. Additionally, only 30% of SSIs receive financial support to gain support for green initiatives, and thus, transitioning to those practices is a challenge. Moreover, 85 percent of current SSIs are exempt from the CSR directive under the Companies Act, 2013, which lead to inconsistencies in sustainability efforts. Also, 60% of SSIs face frequent regulatory changes, which creates fear of investing in the long run towards sustainability. Another major barrier is the lack of technological infrastructure due to which less

than 10% of SSI invest in R&D in green technology and 72 per cent lack access to the essential expertise. Moreover, cultural and organizational resistance is important as 55 percent of the SSIs remain within the traditional 'business as usual' practices which are not ready to embrace the changes, whereas only 40 percent have leaders who are ready to go green.

Despite these challenges, several opportunities exist to enhance Green CSR in SSIs. Government incentives and policy support could significantly encourage sustainable practices, as 70% of SSIs express willingness to adopt Green CSR if economic enticements such as tax breaks and subsidies are introduced. Additionally, integrating Green CSR into India's National Action Plan on Climate Change (NAPCC) could provide better regulatory clarity and encourage participation. Public-private partnerships also play a critical role, with 65% of SSIs involved in such collaborations reporting improved sustainability, while 45% have benefited from sustainable supply chains supported by larger corporations. The adoption of digital transformation and innovation further presents a promising opportunity, with emerging technologies like AI and blockchain becoming essential tools for sustainability. Around 55% of SSIs plan to adopt these technologies for CSR activities, and 60% have reported cost savings after implementing digital solutions for resource optimization. Addressing these challenges through financial support, policy reforms, technological advancements, and collaborative efforts can significantly enhance Green CSR adoption in SSIs, clearing the path for a future that is more sustainable.

LIMITATIONS OF THE STUDY

Although the report offers insightful information about the challenges and opportunities of Green Corporate Social Responsibility (CSR) adoption in Small-Scale Industries (SSIs), certain limitations must be acknowledged. Firstly, the study primarily relies on secondary data and existing literature, which may not fully capture recent policy changes or industry-specific variations. Secondly, the statistical analysis is based on aggregated data, which might not reflect regional disparities in Green CSR adoption across different states or industrial clusters. Thirdly, the study does not account for sectoral differences within SSIs, as industries with higher environmental impacts may face unique sustainability challenges compared to others. Additionally, the research does not extensively explore the part of customer behavior and

marketplace demand in operating Green CSR adoption. The study also assumes that financial incentives and policy support will automatically lead to increased sustainability efforts, without considering organizational inertia or external economic conditions that might affect implementation. Lastly, the findings may not be entirely generalizable to micro-enterprises or informal sectors, which constitute a significant portion of India's small-scale industrial landscape. Future research could address these gaps by incorporating primary data collection, sector-specific case studies, and real-time assessments of policy effectiveness.

SCOPE FOR FUTURE STUDIES

Future research on Green Corporate Social Responsibility (CSR) in Small-Scale Industries (SSIs) can explore several critical areas to enhance understanding and implementation. First, sector-specific research could offer more profound understandings of how various sectors within SSIs face unique sustainability challenges and opportunities. Relative studies across various areas and industrial clusters could also help identify location-specific factors influencing Green CSR adoption. Additionally, primary research through surveys and case studies can offer real-time data on the effectiveness of financial incentives, policy support, and technological advancements.

Another promising area for future studies is the market demand and consumer awareness's influence in promoting Green CSR adoption, as businesses often respond to changing consumer preferences. Research could also focus on evaluating the long-term impact of digital transformation, including AI and blockchain, on resource optimization and sustainability in SSIs. Furthermore, future studies could analyze the effectiveness of public-private partnerships in facilitating Green CSR and assess the feasibility of extending CSR mandates to SSIs under revised policy frameworks. Lastly, exploring the role of training programs and leadership development in overcoming organizational resistance to sustainability could provide valuable insights for policymakers and industry leaders

CONCLUSION

The implementation of Green CSR in SSIs is critical for achieving sustainable development in India. While financial constraints, regulatory barriers, and technological limitations pose challenges, government incentives, public-private partnerships, and digital transformation offer viable solutions. Future research should explore sector-specific Green CSR strategies to tailor sustainability initiatives to the unique needs of different industries. By fostering innovation and stakeholder collaboration, Green CSR can act as a stimulant for long-term economic and ecological sustainability in India's small-scale industrial sector.

Small-scale industries' (SSIs) embrace of green corporate social responsibility (CSR) presents both significant challenges and promising opportunities. Financial constraints, regulatory hurdles, lack of technological infrastructure, and organizational resistance are key barriers that hinder widespread Green CSR implementation. However, the willingness of SSIs to embrace sustainability, coupled with supportive government policies, financial incentives, and technological advancements, offers a pathway toward overcoming these obstacles. Strengthening public-private partnerships, integrating Green CSR into national policies, and leveraging digital tools such as AI and blockchain can enhance sustainability efforts in SSIs. By addressing these challenges through strategic interventions and fostering an eco-conscious business culture, SSIs can positively amalgamate Green CSR into their operations. This, in turn, will support long-term

economic expansion, environmental sustainability, and corporate social responsibility, guaranteeing a more sustainable future for the industry.

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