

**RETHINKING CONSTRUCTION
MANAGEMENT
PRACTICES TO ATTAIN
SUSTAINABLE DEVELOPMENT
GOALS**

(VOLUME - 1)

Chief Editor

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Scripown Publications
New Delhi

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Chief Editor: Mohd Asim

Edition: 1st

Publication Year: 2023

Pages: 201

ISBN: 978-93-94375-70-3

Price: ₹1200/-

*Scripown Publications
2nd Floor, 304 and 305, Pocket - 4,
Sector - 22, Rohini, North West Delhi,
Delhi, 110086, India*

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CHAPTER 4

REVIEW ON THE CONSTRUCTION PROJECT TEAM RELATION WITH CSR: AN INITIATIVE TO ATTAIN SDG6 (CLEAN WATER AND SANITATION)

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Abstract

In this paper, the aims to investigate the concept of CSR from the perspective of the construction industry, questioning CSR awareness, CSR activities and integration through comparative case studies. Construction Company plays a major role to creation of jobs and infrastructure development, construction companies significantly contribute to the socio-economic growth of India. Also, through their corporate social responsibility (CSR) initiatives, they support community growth and social welfare.

2014 saw the world's first required minimum CSR spending law being passed in India. For the first time, private Companies are required by the Limited Liability Companies Act 2013 to join public sector Companies in paying an annual corporate social responsibility (CSR) donation. According to Section 135, any businesses with net worth over Rs.500 crore, revenue over Rs.1 billion, or net profit over Rs.5 crore are required to set up corporate social responsibility committees and invest a minimum of 2% of their annual income (averaged over three years).

The responsibility to minimizing the negative impact on construction industry has, not just on worker and customers/clients, but on all people who might be affected by construction industry and the wider environment. And also spread the awareness about important issues of CSR are health and safety condition, social, environment and sustainable construction.

An exact review will be acted in the Lucknow (Uttar Pradesh). Following an efficient methodology, and with the help of latest Research papers.

Keywords: CSR, Construction Company, Construction industry, sustainable Constructions, sustainable development goals.

Introduction

This research aims to investigate the concept of CSR from the perspective of the construction industry, questioning CSR awareness, CSR activities and integration through comparative case studies. Construction companies play a major role in the socio-economic development of India, through employment generation and infrastructure development. In addition to this, they contribute toward social welfare and community development through their Corporate Social Responsibility (CSR) Initiatives (<https://thecsrjournal.in/construction-companies-india-csr-corporate-social-responsibility/>) Corporate social responsibility (CSR) is a rapidly growing phenomenon that forces organizations to examine their possible adverse effects on the natural environment and society. Construction companies are aware of the growing importance of corporate social responsibility; however, the size of the companies and the specifics of the country have a great influence on the preferences for social responsibility.

An Initiative to Attain Sdg6 (Clean Water and Sanitation)

In a report release by DTE (Down to Earth) an organization dealing with Environment protection. In a world extract 145 cubic kilometer of water in every one year. The of extraction far supersedes the rate of replenishment with the impact of global warming, excessive emission of greenhouse gasses erratic rain fall pattern has led to drought and drought like condition across the world. Building construction industry is one sector which consumes a substantially high amount of water every year. For every 1 Sq Mt of wall construction, an average of 350 liters of water gets consumed. Taking this in (Wienerberger introduces the Porotherm DRYFIX).



Climate change is exacerbating both water scarcity and water-related hazards (such as floods and droughts), as rising temperatures disrupt precipitation patterns and the entire water cycle (UNICEF). About two billion people worldwide don't have access to safe drinking water today (SDG Report 2022), and roughly half of the world's population is experiencing severe water scarcity for at least part of the year (IPCC). These numbers are expected to increase, exacerbated by climate change and population growth (WMO).

Literature Review

The author aim to revealed that the activities related to, three categories of CSR activities performing among construction business organizations i.e. business process-related CSR, business environment-related CSR, and philanthropic activities. (W. D. I. V. Soma Chandra, K. K. K. Sylva, C. S. Bandera & P. B. R. Dissanayake et.al, 2022). The impacts of organizational green culture and corporate social responsibility on employees' responsible behavior towards the society (Jawed Abbas et.al, 2022). The authors performed a regression analysis to assess CSR's effect on construction Companies. Construction industry implemented most of the CSR practices. Those practices positively impact the Companies' corporate image. (Naglaa Ibrahim Khamis & Wan Khairuzzamanssss Wan Ismail et.al, 2021). Drivers,

motivations, and barriers to the implementation of corporate social responsibility practices by construction enterprises (Qian Zhang et.al 2018). CSR research in the construction sector aims to present and conceptualize the current state of CSR in the sector and to offer insights into the relationship between CSR and sustainable development in the context of the sector. (Lin et.al, 2017).

Methodology

This study aims to spread awareness about important issues and challenges of CSR are health and safety condition, social, environment and sustainable construction. First mission and vision statements of popular construction organization have been recorded through mutual interviews. This step is to map whether their statement and vision and mission statement support CSR or not. But after recoding vision and mission statement it has been found that they are actually supporting CSR from their vision and mission statement.

Discussions

Once the vision and mission statement have been created. Now the purpose is to map the vision and mission statement in order to achieve or attain sustainable development goals.

Company vision and mission as a basis for CSR (Author made)

| Company name | Company mission/vision statement | CSR policy |
|--|--|--|
| LMRC Luck now | Quality service to the inhabitant and visitors, provide safe, fast, reliable and cost-effective travel | Education, skill development, environmental, sustainability including bio diversity, energy and water conservation |
| ACC Limited | delivering superior sustainable value to all our customers, business partners, shareholders, employees, host communities and the society | ACC's framework, governance mechanism, approach to strategic, Standard Operating Procedures |
| Egis India Consulting Engineers Pvt. Ltd | Operate intelligent infrastructure and building, responding to the climate emergency, sustainable, resilient territorial development | Environmental commitment, Responsible growth, developing our talent |
| Tata Consultancy Services | Empower communities by connecting people to opportunities in the digital economy, equitable and sustainable pathways for all | Education and Skill Building. Health and Wellness. Environmental Sustainability. |

| | | |
|-------------------------|---|---|
| | including youth, women and marginalized communities. | |
| Larsen & Toubro Limited | Ensure sustainable growth eco-friendly solutions, teamwork, innovation, growth-oriented workplace, leading integrated engineering solutions, focus on green energy and utilities. | Clean drinking water available, conservation and purification of water, educational programmers & nurturing talent at various levels. Employability skills at project sites, creating training centres. |

Conclusion

The mission and vision statement of company shows that CSR is being followed. Implementation of CSR plays an important role in construction phase. When we went to the training, we saw that the trees were not cut anywhere for the construction, the tree was kept aligned and only kept and looking at it. The construction was sustainable construction somewhere that attending sustainable goals. There was a good arrangement of drinking water for the workers and there were also shelters for them. This shows that in today's time construction companies are focusing on CSR implementation.

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