

Media Coverage

Publication	Date	Edition	Link	Headline
Moti Verge	29 July 2021	Online	https://motiverge.com/2021/07/29/the-social-impact-of-covid-specific-csr-approach-by-corporate-india-is-a-sincere-act-says-a-survey-by-genius-consultants-ltd/	The Social Impact of COVID Specific CSR Approach by Corporate India is a Sincere Act says, a survey by Genius Consultants Ltd



National, India: India was just recovering from the impact of the first wave of the pandemic and gaining momentum during the first quarter of 2021. However, the devastating second wave in the country has impacted the nation and the people yet again. Many lost jobs, lives and livelihoods. During such times, many companies and organization came forward with Covid-specific initiatives and CSR approach to support their employees, family of employees and the community at large.

To measure the impact of such initiatives in the mind of the people and their lives, Genius Consultants Ltd, a leading HR and recruitment firm did a national survey. According to the survey, all 100% responders believe that the initiative by corporate to provide life –long financial aid or taking care of the family of deceased employee due to COVID-19 is a philanthropic benchmark created in the society

When the daily case load pressurized the medical health workers and unavailability of resources, various corporates came up with makeshift hospitals for the commoners to have medical aid on time. Around 80% responders believe that such initiatives by corporate eased the fight against Covid or aided as backup for the 'stressed' healthcare infrastructure in India.

When asked whether the continuous efforts by corporate houses with CSR initiatives help India to recover economy in the long run, 80% of the responders were optimistic and believed the same. All the participants believes that corporate signing up for such CSR acts are genuinely interested serving the society and not just doing to "join the bandwagon of campaign" and showcase to win any awards.

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Mr. R P Yadav, CMD, Genius Consultants Ltd. commenting on the survey said “The second wave had a huge impact on our nation's healthcare system. The COVID specific CSR initiatives by the corporate came as an aid and relief to the people. These steps have helped build relations with people and companies.

He further added “The survey was conducted in attempt to understand the impact and social effect of Covid 19 specific CSR and employee welfare initiatives. These kinds of philanthropic approach have created a positive impact in the mind of the employees, their families and in the community about the corporate, which helps in boosting the morale of the companies as well.