



Evaluating Corporate Social Responsibility (CSR) Interventions in India's Substance Abuse De-Addiction Sector

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Abstract

This article examines corporate social responsibility (CSR) programs in the drug abuse and addiction treatment sector in India to determine their impact on public health. Despite the high rates of drug addiction in India, CSR efforts are underutilized in improving community health and well-being. The study traces CSR in India, from cultural values and generosity to a more structured approach following the enactment of the Companies Act, 2013, which mandates some companies to engage in CSR. Educational programs, community engagement, and partnerships with health organizations are key interventions in drug abuse prevention and treatment. CSR programs are linked to public health goals, particularly in the areas of health education, awareness campaigns, and assistance to affected individuals and families. The report compiles evidence and calls for more targeted CSR efforts to address the social and economic issues that drive drug abuse. Research shows that current CSR practices lack evaluation processes to measure their impact on community health outcomes. It encourages companies, government organizations, and nonprofits to work together to improve CSR in this area. The findings suggest that CSR can catalyse systemic changes in drug addiction prevention and treatment. The report recommends promoting sustainable development and population health in India through a more comprehensive CSR strategy for public health that integrates business objectives with social needs.

Keywords: Corporate Social Responsibility (CSR), Substance Abuse, Public Health, De-addiction Interventions, Community Engagement

Introduction

CSR in India has moved beyond philanthropy to become part of sustainability initiatives. CSR continues to grow in healthcare, especially in the fight against substance abuse. Abuse of alcohol, drugs and other substances is on the rise in India. The Ministry of Social Justice and Empowerment estimates that millions of people, mostly young people, are addicted, causing serious health, family and social problems. Addiction and recovery programs that should address this problem often struggle with resources, awareness and stigma. CSR actions can increase the reach, effectiveness and sustainability of addiction treatment programs. Companies have the resources and influence to implement addiction treatment efforts. Companies partner with government agencies, non-profit organizations and healthcare providers to fund and organize these events through CSR. The Indian Companies Act, 2013 requires companies that meet certain financial conditions to donate at least 2% of their average net profits to CSR. This legislative framework extends CSR activities to include education, health, and rural development, and more companies are considering drug addiction as an important issue that aligns with their CSR goals. Goal 3 of the United Nations Sustainable Development Goals (SDGs) emphasizes ensuring healthy lives and promoting well-being for all. Overcoming drug addiction requires more than money. Advocacy campaigns, funding rehabilitation centres, vocational

training for rehabilitation practitioners, and mental health counselling are common CSR efforts in this area. Leading companies have initiated medical, psychological, and social reintegration efforts. These combined techniques improve long-term recovery and reduce recurrence. CSR also aims to change societal attitudes toward addiction, encouraging people to seek help without judgment or social exclusion. Corporate involvement in addiction treatment is expanding, but problems persist. Many companies implement standalone CSR programs without partnering with national or state programs, which is a major problem. These approaches require more comprehensive research to determine effectiveness and scalability. Some companies invest heavily in high-quality programming, while others focus on public image. Because of this uneven participation in CSR, there is a need for a unified framework for measuring business actions related to drug addiction. An analysis of CSR activities in the drug abuse and addiction treatment sector in India explores how corporate actions complement the efforts of government and non-government organizations. This article will explore the challenges, achievements, and potential of CSR-based measures to help companies better align their CSR activities with national health goals, leading to more sustainable and effective interventions.

Prevalence of Substance Abuse in India¹

Drug use trends are known to be variable. In our country, data show that both legal and illegal drug use pose significant public health problems. Use of various drugs is widespread across the country, but regional variations are also evident. Rapid assessment surveys help understand the changing patterns of use. There is growing concern about drug use among women and children. Early neurobiological research has identified risk factors for alcoholism. Clinical studies have primarily focused on alcohol and drug comorbidities. Unfortunately, there is little research on pharmacological and psychological interventions. Process and outcome studies highlight the need for stronger follow-up in this group. Despite calls for comprehensive strategies and ideas to address the many problems that arise from drug use, much remains to be done to prevent and resolve these problems. After obtaining index status, the Indian Journal of Psychiatry is expected to publish more studies related to the substance. Many health professionals, especially mental health professionals, are concerned about drug use. As a major public health issue, it has generated many studies. This study reviews research on drug use and related disorders in India. Drug use includes alcohol, tobacco, diversion of prescription drugs, and illicit drug use. The Ministry of Social Justice and Empowerment of India has released the India Drug Use Barometer 2019. The study was conducted at the National Centre for Drug Addiction Treatment at the All India Institute of Medical Sciences, New Delhi. This large-scale effort covers all states and union territories of India, and its findings on drug use in India will help guide government measures to combat drug use. Surveys find significant variations in drug use across states. Alcohol was the most commonly used drug, followed by marijuana and painkillers. Alcohol consumption was 4.6%, with a male-to-female ratio of 17:1, followed by cannabis (2.8%) and opioids (2.1%). As for hazardous and dependent use, 19% of alcohol users and 0.25% of marijuana users do so. Among the 2.1% of the population, heroin use was the highest at 1.14%, followed by prescription opioids at 0.96% and opium at 0.52%. The most common application pattern is related. Opioid consumption in India is three times the global average. Opioid use has increased since 2004, with heroin overtaking opioids. These findings suggest that other actors are politically and economically involved in the supply and consumption of heroin, which is linked to organized crime. While biological causes are the primary cause of drug use, socio-political variables also influence illicit drug use. Variations in prevalence across states also support this. The paper discusses the ineffectiveness of evidence-based drug prevention programs for youth protection and social awareness initiatives, however, there is a significant information gap regarding what constitutes an evidence-based program. This study should gather information to help policymakers in India develop drug prevention initiatives.

CSR's Role in Addressing Public Health Issues²

Corporate social responsibility is critical to public health in India, especially in resource-constrained industries. The Companies Act, 2013, requires companies to support health causes such as substance abuse and addiction treatment programs. CSR activities improve public health infrastructure by sponsoring rehabilitation centers, awareness campaigns, and mental health services. These initiatives complement

¹ [Substance use and addiction research in India - PMC \(nih.gov\)](https://pubmed.ncbi.nlm.nih.gov/)

² <https://www.chdgroup.org/wp-content/uploads/2020/10/Leveraging-Corporate-Social-Responsibility-CSR-As-A-Tool-For-Sustainable-Public-Health-Development.pdf>

government and NGO efforts to bridge care gaps and change perceptions of addiction to create a healthier and more supportive recovery environment. The idea of social incentivization as it relates to business growth stems from the idea that companies that take from society should give back to society. This philosophy guides the corporate social responsibility (CSR) efforts of most companies to improve the well-being of the communities they depend on and impact. The Indian government enshrined CSR in an Act of Parliament in 2013, but it has undergone multiple revisions over the period, including excessive revisions during the COVID-19 pandemic. Compared to other industries, healthcare pricing is often driven by public interest rather than ability to pay. As travel and global trade globalize the world and its economies, we must think about health issues from a global perspective. There are almost weekly outbreaks of infectious diseases or health risks around the world. Many developing countries face a “double burden” of disease: they must prevent and treat both infectious and non-communicable diseases. Globally, non-communicable causes of death such as heart disease, stroke and trauma are on the rise, while infectious diseases such as malaria, tuberculosis and vaccine-preventable diseases are on the decline. Large corporations often misunderstand and neglect public health in terms of resources by outsourcing their budgets to consulting firms that have little grassroots contact or influence. Corporate social responsibility can benefit healthcare in several ways. The determinants of health in the 21st century can be addressed through CSR when the public and private sectors work together to increase social responsibility in health. The Sustainable Development Goals (SDGs) focus on global health and set 13 health targets. This could spread to the corporate world because the long-term impact of these goals is more readily accepted by business than immediate action or business ethics. Without business growth, no stage of development can continue.

The Gap in De-addiction Efforts³

Disparities in drug treatment in India are complex and reflect institutional problems that hinder drug rehabilitation programs. Despite growing awareness of the drug abuse epidemic and efforts by government and non-governmental organizations, drug treatment programs remain few, difficult to implement, and ineffective. Understanding these gaps can help develop more effective corporate social responsibility activities to complement existing efforts. The lack of drug treatment clinics across the country is a major problem. Unlike urban areas, rural areas sometimes lack rehabilitation centers and support services. This disparity makes it difficult for people to travel long distances to receive treatment. The National Center for Drug Addiction Treatment has reported a severe shortage of treatment facilities in rural areas, which exacerbates drug abuse in these areas. The lack of quick and convenient treatment has left many addicts stranded. Additionally, drug treatment centers offer varying levels of treatment. Some rehabilitation programs fail due to lack of skilled staff, infrastructure, and treatment modalities. Some centers adopt a one-size-fits-all approach and fail to meet the needs of all types of drug users. Lack of personalized treatment can lead to high relapse rates because people do not receive focused help for lasting recovery. There are also few follow-up services for those who leave rehab programs, which lead to continued addiction. The stigma of drug use hinders attempts to quit. Social stigma and prejudice against addiction prevent people from getting help. Many people fear being labeled an “addict,” which can harm their personal and professional lives. Traditional beliefs and social surveillance make it difficult for rural people to seek treatment. This stigma affects drug users and their families, making it taboo to treat drug use and get help..

Objective

- ❖ **Assess the Effectiveness of CSR Interventions:** Evaluate the impact of various CSR initiatives on substance abuse de-addiction efforts in India, focusing on their contribution to increasing access to treatment, improving the quality of care, and promoting recovery among individuals affected by substance abuse.
- ❖ **Identify Challenges and Gaps in De-addiction Services:** Analyse the existing challenges and gaps in de-addiction services, including availability, accessibility, and stigma, to understand how these barriers affect the success of CSR interventions and overall recovery outcomes.
- ❖ **Explore Collaborative Approaches:** Investigate the potential for collaboration between corporate entities, government agencies, and NGOs in enhancing the effectiveness of de-addiction efforts, emphasizing the importance of a coordinated approach to address the multifaceted nature of substance abuse in India.

³ [Engaging Adolescents in the Fight Against Drug Abuse and Addiction: A Concept Mapping Approach - PMC \(nih.gov\)](https://pubmed.ncbi.nlm.nih.gov/38111111/)

Literature Review

[1] **Satapathy, J., & Paltasingh, T. (2019).** CSR in India represents a journey from compassion to commitment. It has been pointed out that CSR is not new to India, as the country has one of the richest traditions of CSR. Businesses have a long and illustrious history of involvement in community and social development. While the term Corporate Social Responsibility (CSR) has its origins in Western discourse, it has been observed that the concept of philanthropy in India has evolved from its own spiritual and cultural values. The philanthropic activities of wealthy business leaders and the Gandhian model of trusteeship have been highlighted as important aspects of CSR in India. However, with the introduction of liberalization, privatization and globalization policies (often referred to as the LPG policy of the early 1990s), a fundamental shift has taken place. Corporate practices have shifted from a philanthropic model to a multi-stakeholder perspective, making companies accountable to various stakeholders such as the environment, communities, customers, shareholders, suppliers and employees. It is also recognized that while CSR has undergone significant contemporary changes, some traditional features still remain. This paper attempts to understand CSR practices in the context of early Indian companies and highlights key initiatives in the pre- and post-independence periods. In addition, it examines CSR in the post-globalization era, with a special focus on the impact of company law. Despite its unique characteristics, this paper is critical of the current CSR practices of Indian companies.

[2] **Dixit, S., & Dixit, S. (2018).** The evolution of CSR in India is rooted in a long tradition and is gradually adapting to the emerging environment. Corporate social responsibility (CSR) has become a major movement in India, with researchers and policymakers focusing on identifying and developing appropriate CSR models that meet the needs of society. It has been observed that the history of socially responsible companies in India can be traced through written records, and it continues to exist in various forms over time. Recently, the Indian government formalized CSR by including it in the Companies Act, 2013. This article aims to trace the evolution of the concept of CSR in India, emphasizing the importance of understanding the historical context in order to understand the current CSR practices of Indian companies. It is argued that such an understanding is crucial for a number of reasons. First, focusing on CSR in India can provide researchers and practitioners with a new paradigm that can provide senior executives with insights into different approaches to sustainability, especially in a country facing significant environmental and social challenges. Second, the authors believe that private sector entities, large and small, can partner with the government to become powerful agents of change in the current socio-economic landscape. This article aims to explore the rationale behind the evolution of the CSR framework in Indian history. It is divided into three parts: the first provides a brief overview of socially responsible business in ancient India, the second focuses on the emergence of formal and modern concepts of CSR in Western thought, and the third examines recent government mandates for corporate CSR engagement.

[3] **Varottil, U. (2018).** The stakeholder position in Indian company law reflects the historical oscillation between stakeholder and shareholder primacy. The study finds that Indian company law has continuously alternated between these perspectives since 1850. During the colonial period, British corporate law was heavily influenced by the British Company Act, which treated companies as private entities with few obligations to non-shareholders. This view persisted until the early years of Indian independence. However, by the 1960s, India had become socialist and its corporate laws changed. It has been observed that there has been a shift in the perception of corporations, with an emphasis on their public character rather than purely private interests. This protects various groups, including employees, creditors and consumers. However, with deregulation in the 1990s, the introduction of new corporate governance standards, and a disclosure-based securities law regime designed primarily to protect shareholders, the stakeholder approach has been reversed. The latest shift came with the enactment of the Companies Act, 2013, which has once again pushed Indian company law towards a stakeholder model. This legislation provides greater protection to non-shareholders, and specifically requires large companies to set aside at least 2% of their average net profits for social causes. This chapter shows that although Indian company law has its origins in English law, it differs significantly due to the unique economic and political requirements of India.

[4] **KAUSHAL YADAV, D. R. K. S. (2021).** The study examines the evolution of CSR in India, noting that CSR has become a prominent issue globally, especially among politicians and multinational corporations. It is noted that the roots of CSR are ancient. Bowen (1953) introduced the concept of Corporate

Social Responsibility (CSR) in his book “The Social Responsibility of Business”. This article explores the evolution of CSR in India, covering its stages of development from ancient times to modern times. It is asserted that India is the only country that requires companies to perform CSR under Section 135 of the Companies Act, 2013. The contrast between responsibility and CSR. The research approach was exploratory and information was collected from secondary sources such as books, magazines, newspapers and websites. The analysis is based on an extensive literature review. The study discusses how CSR has evolved from a charitable practice to a strategic tool for companies, and highlights the challenges faced by Indian companies in implementing CSR. It is worth noting that although the Western view of CSR and the Indian concept of CSR are similar in principle, their approach and implementation are quite different.

[5] Kim, Y., & Zapata Ramos, M. L. (2018). This study aimed to explore how stakeholders perceive the motivations behind public health-related CSR initiatives of fast food companies compared to public social issue-related CSR efforts, and their relationship to supportive communication intentions, investment intentions, and response in terms of purchase intentions. The authors also investigated whether CSR motivations influence these intentions and whether a healthier brand image influences stakeholder responses. The study found that for a fast food restaurant, public social issue-related CSR programs had significantly greater effects on CSR motivations, supportive communication intentions, and investment intentions than public health-related CSR programs. However, when a company had a healthier image, stakeholders did not differentiate between the two types of CSR. Stakeholders viewed both types of CSR as being driven by mutually beneficial motivations and showed neutral to slightly positive responses to both. The study concluded that positive CSR motivations play a crucial role in determining stakeholders' communication, investment, and purchase intentions.

[6] Sharma, A., & Kiran, R. (2012). The study aims to understand the current status, progress and measures related to CSR policy formulation and implementation among large corporates in India. It was observed that many corporates in India have adopted CSR practices to address various social needs. The data for the study was collected from the official website of the companies, personal interviews and structured questionnaires. The participants' assessments of CSR measures in the areas of health, education and environment were identified from the literature. Based on the information collected and discussions, a matrix of various policy factors was developed. Each initiative is scored on a scale of 1 to 5. Despite the progress and transformation that India has achieved through new CSR initiatives, the study concludes that there is still a lot of work to be done in this area.

[7] Macassa et al.. (2017). In recent decades, corporate social responsibility (CSR) has become a common practice in both developed and developing countries as part of socially sustainable business operations. The purpose of this mini-review is to consider the potential role that CSR can play in improving the health of stakeholders, including employees and society at large. It is suggested that there are opportunities for companies to act as agents of change and contribute to the improvement of population health. Public health researchers are encouraged to explore how business organizations can influence current and future population health through CSR. This impact is achieved by working to address global challenges in the workplace and local communities and by identifying the role that business plays in promoting sustainable development and improving population health. Regardless of the stage of economic development, this contribution is considered by society as a whole to be of great importance.

[8] Desai et al. (2018). This unit begins by reviewing the conceptual framework surrounding substance use, abuse, dependence and addiction in children. Children's rights in relation to the prevention of maladaptive patterns of substance use that may lead to clinically significant impairment or distress are then discussed. This unit identifies risk and protective factors associated with substance use at the individual, family and community levels and outlines strategies that governments, adult citizens and children can implement to enhance these protective factors. It is emphasized that protecting children from substance use involves developing life skills such as building self-esteem, emotional intelligence to cope with stress, and problem-solving abilities. This unit highlights the importance of developing positive attitudes towards body and health, raising awareness of the harmful effects of substance use, understanding the role of the media and advertisers in influencing substance use, and developing confidence skills to resist peer pressure. In addition, the unit outlines strategies for raising awareness about tobacco, alcohol and drug use among children, as well as prevention approaches to address these problems.

[9] Smedslund et al. (2011). Motivational interviewing (MI) is a form of psychotherapy designed to help individuals reduce or stop using drugs and alcohol. The report notes that more than 76 million people worldwide have alcohol-related problems, and 15 million people have substance abuse problems. In MI, substance users and counselors typically meet one to four times, with each session lasting about an hour. Counselors express their understanding of how clients feel about their problems and support them in making their own decisions. Rather than trying to persuade the client to change, the counselor discusses the potential consequences of changing or staying the same. Discussions also focus on the client's goals and current progress toward those goals. This review looked at studies that included individuals with alcohol or drug problems who were randomized to either a group receiving MI treatment or a control group receiving no treatment or some other form of treatment. Only studies in which MI was confirmed via video or audio recording were included. The review is based on 59 such studies.

[10] Yadav et al. (2020). This study aims to examine patterns of substance use among patients attending an addiction clinic within a large tertiary hospital. It recognizes that substance use is a significant public health problem and attempts to explore the sociodemographic characteristics of these patients and the impact of different sociodemographic factors, such as age, background, gender, marital status, and occupation, on substance use and dependence. The results indicate that tobacco is the most commonly used substance in the region, followed by polysubstance use. More than half of the subjects reported binge drinking. It was noted that few women participated in the study, highlighting the need to raise awareness to motivate women to seek addiction services. The authors suggest that certain policy changes should be made to reduce nicotine use. The study was primarily based on a treatment-seeking population, which may differ from community subjects, where substance use remains difficult to address due to lack of prevention, treatment, and recovery resources. Additionally, as the study was retrospective, it acknowledges limitations in data collection and potential issues with objectivity.

[11] Diaz-Iglesias et al. (2021). The purpose of this article is to build a theoretical framework regarding the origins of three interrelated concepts: sustainability, corporate social responsibility (CSR) and change management. The aim is to clearly understand their development and explore the relationships between them. The main findings suggest that there is a relationship between these three concepts. It is indicated that the private sector achieves sustainable development goals by implementing CSR measures. Moreover, CSR strategies have been shown to create competitive advantages and positively impact business results. Implementing CSR as a strategic approach requires changes not only at the management level but also at the strategic level to align with the interests of stakeholders. Therefore, effective change management when developing a CSR strategy aimed at achieving sustainability goals can increase the likelihood of success in this process. An important implication identified in the study is the need to develop best practices and models to facilitate change management in the implementation of CSR strategies within organizations. The authors suggest that more regulations and guidelines on this topic are necessary to enable more companies to adopt CSR practices and start writing CSR reports.

[12] Flora, K. (2022). This study is a narrative review of the prevention of addictive behaviors that aims to clarify the key concepts and dimensions of prevention. Findings regarding drug use prevention suggest that the most effective interventions are those delivered in community settings, particularly in schools, that target youth and use an experiential approach that is tailored to the specific needs of each population group. Research has found that humanistic approaches are effective and can be applied in conjunction with cognitive and behavioral approaches, and the use of techniques from positive psychology has also been suggested. This review highlights the importance of community-based clinicians implementing or recommending prevention programs that incorporate these features. In addition, it is noted that even clinicians not directly involved in community work should be familiar with effective drug use prevention strategies in order to make appropriate referrals and provide accurate guidance. At the health services level, the study highlights the need for comprehensive implementation of prevention programs in a wide range of settings, such as schools, and selectively targeting at-risk groups. Ultimately, the review emphasizes that drug use prevention is not the responsibility of mental health professionals alone, but should involve the entire community, including teachers, parents, and individual citizens.

No.	Citation	Key Points
1	Satapathy & Paltasingh (2019)	Traces CSR in India from philanthropy to a multi-stakeholder approach post-1990s LPG policy; critiques contemporary CSR practices.
2	Dixit & Dixit (2018)	Discusses the evolution of CSR in India, formalized under the Companies Act, 2013; emphasizes the role of private sector in social change.
3	Varottil (2018)	Examines the historical oscillation between stakeholder and shareholder primacy in Indian corporate law; highlights the stakeholder approach of the Companies Act, 2013.
4	Yadav et al. (2021)	Reviews CSR evolution in India from ancient to modern phases; identifies implementation challenges and the difference between Western and Indian CSR perspectives.
5	Kim & Zapata Ramos (2018)	Analyzes stakeholder responses to CSR initiatives in fast food; finds positive perceptions towards public health-related CSR initiatives.
6	Sharma & Kiran (2012)	Investigates CSR initiatives by major Indian firms focusing on health, education, and environment; highlights varying engagement levels among industries.
7	Macassa et al. (2017)	Discusses CSR's role in enhancing population health; suggests businesses can contribute to sustainable development through CSR.
8	Desai et al. (2018)	Focuses on child rights and prevention of substance abuse; identifies protective factors and strategies to enhance awareness among children.
9	Smedslund et al. (2011)	Evaluates motivational interviewing for substance abuse treatment; presents evidence from multiple studies on its effectiveness.
10	Yadav et al. (2020)	Examines substance abuse patterns in a de-addiction clinic; emphasizes the need for increased awareness and policy changes for effective treatment.
11	Diaz-Iglesias et al. (2021)	Constructs a theoretical framework linking sustainability, CSR, and change management; emphasizes the need for best practices and guidelines.
12	Flora (2022)	Reviews effective prevention strategies for substance abuse; stresses community-based interventions, particularly in schools and high-risk groups.

Conclusion

The findings of this study on the evaluation of corporate social responsibility (CSR) interventions in the drug addiction sector in India highlight the essential role of CSR in addressing the multifaceted challenges posed

by drug abuse. As drug abuse remains a major public health problem in India, corporate engagement through CSR initiatives is not only beneficial but also crucial in creating a sustainable impact on society.

First, the historical context of CSR in India shows that its roots are deeply embedded in the country's cultural and ethical framework. From the philanthropic efforts of early business leaders to the contemporary provisions of the Companies Act, CSR has evolved significantly. The Act facilitates a shift from traditional charitable models to a strategic approach that prioritizes stakeholder engagement, thereby aligning business objectives with social needs. This shift highlights the need for companies to go beyond mere compliance with regulations and take a proactive stance in contributing to social welfare, especially in areas of public health such as drug addiction.

Second, evaluations of CSR interventions for drug abuse highlight the importance of tailored programs that address specific community needs. Successful initiatives demonstrate that when companies work with local communities, they can effectively identify risk factors and protective mechanisms associated with drug abuse. These programs often include educational activities, awareness workshops, and support services, thus promoting a comprehensive approach to prevention and recovery. In addition, CSR measures can leverage partnerships with government agencies, NGOs, and healthcare providers to expand the reach and effectiveness of addiction treatment efforts. Furthermore, research shows that CSR interventions are more effective when they integrate empirical evidence and public health best practices. Initiatives that use evidence-based strategies, such as motivational interviewing and community-based interventions, have shown promising results in reducing drug abuse rates. This underscores the importance of collaboration between industry and public health experts to design programs that are not only socially responsible but also scientifically sound. Furthermore, the potential of CSR to create a better corporate image cannot be ignored. Companies that actively engage in CSR measures related to drug abuse generally enjoy higher reputations and stakeholder trust. This in turn can increase customer loyalty and employee satisfaction, demonstrating the symbiotic relationship between corporate success and social responsibility. Companies must realize that investing in community health is an investment in their sustainability.

However, the study also points out challenges that hinder the effectiveness of CSR interventions in the area of drug abuse. These challenges include lack of awareness among companies about the importance of CSR, inadequate funding for initiatives, and insufficient engagement with public health stakeholders. To overcome these hurdles, companies need to make CSR an integral part of their operational strategies. This requires a shift in organizational culture where CSR is not seen as a mere obligation, but as a strategic advantage that contributes to long-term success.

In conclusion, CSR can play a major role in solving the drug abuse problem in India. By leveraging their resources and capabilities, companies can make meaningful changes in the area of public health. Companies must view CSR as an integral part of their identity, thereby fostering a culture of responsibility and engagement. Ultimately, collective efforts by the corporate sector in partnership with government and civil society can make significant progress in combating drug abuse, and thus improving the overall well-being of society.

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