

Corporate Social Responsibility in Jharkhand: A Comparative Study of Internship Learnings & Literature Review

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About Organization:

RK HIV AIDS Research and Care Centre, established in 1997, is a globally recognized trust providing free healthcare to underserved communities. With 32,000+ medical camps, 6 crore + beneficiaries, and groundbreaking care, it holds 2 world records for its large-scale humanitarian efforts.



Vision:

To ensure equitable, free healthcare for all, transforming lives through compassion and innovation.



Mission:

Prevent and treat HIV AIDS, Cancer, TB and infections. Deliver free medical camps, surgeries and nutrition kit etc. Collaborate with doctors, CSR partners and Volunteers. Empower communities via rehabilitation and disaster relief.



Organization Structure:

Chairman / Founder

Board of Trustees/
Executive Committee

Chief Executive Officer
(CEO) / Director

Program Manager
(Health Projects)

Project Coordinators
(State-wise)

Field Officers /
Community Healthworkers

Support Staff



Objective:

To compare the field-based knowledge of the CSR as my internship experience, with the recent literature, with references to effectiveness, gaps and outcomes in Jharkhand.



Key Findings:

Internship Experience

- * There is a lot of CSR interest in Skill development/ lively hood, compared to health.
- * Slow responses by companies even after proposal alignment.
- * Customization to each company of the proposal with minimal feedback.
- * Poor connectivity of CSR teams and implementation partners.

Methodology:

Internship: what we have observed during writing proposals, field work, CSR co-ordination and implementation challenges.

Literature: The CSR Journal and SAGE, Emerald and news publications were reviewed on the CSR trends in Jharkhand between 2023 and 2025.



Comparison:

Alignment: There was an increase in health funding as recorded in the literature but the internship revealed a low interest in health projects.

Execution Gap: Both source are also point out about poor implementation & follow-through.

Communication: Literature validates the finding made during internship that CSR coordination is slow.



Implications:

The CSR in Jharkhand requires better implementation, online monitoring, and on-ground responsibility.

Ability to scale the health projects as long as the flow of funds can match the needs on the ground.



Limitations:

One org and one location based internship: does not capture all the models of CSR.

Literature is general: does not have field realities at the micro level.



Field Visits



Practical Exposure Vs Theoretical Understanding (Difference):

Some differences experienced include:

- Classroom theories focus on developing academic skills like understanding ideas and critical thinking through hypothetical scenarios, while internships enhance practical skills such as problem-solving and applying academic knowledge in the field
- Practical exposure provides an understanding of community & cultural contexts that cannot be fully grasped in a classroom.
- Theoretical knowledge of data analysis and interpretation was invaluable when practically applying these skills to real time data sets for projects and other assigned tasks

Learnings during internships:

- Learned how to coordinate stakeholders with the officials and the CSR teams and the communities.
- Learned to adapt within a short period when it comes to field work and unexpected changes
- Acquired effective writing on proposal as well as budgeting.
- Managed groups and worked cross departmentally.

Challenges faced during internship:

- Extreme weather conditions
- Restricted field visits
- Unclear or poorly defined roles & responsibility
- Inter-departmental miscommunication

SWOT Analysis:



Strength

- The organization has great offline presence acquired through decades of providing on-ground health services.
- It also has impressive awards such as those published on the Guinness Book and Asia Book of Records which are attention-getters and enhance its credibility.
- The healthcare provision is underpinned by trust because of the presence of a team of senior experts and medical professionals.



Weaknesses

- Communication gaps, which may exist between departments, tend to create delays or more effort than necessary to complete a task
- Lack of digital or technical skills among some staff also poses a problem to the efficiency of execution.
- The work environment and infrastructure should be improved to reflect the industry expansion.



Opportunities

- Such a powerful offline base provides a great opportunity to gain enormous visibility within companies and donors by establishing an online presence (website, LinkedIn, CSR platforms)
- The organization can develop through upskilling employees and building project execution through internal experts.
- It has a possibility to spread in more states, particularly with their own types of awareness models.



Threats

- Their efforts might be overlooking by other NGOs with improved online presence and money, although they have less ground-level influence.
- project continuity can be compromised by over-dependence on a limited number of CSR partners in case funding varies.
- The sudden change in policy or CSR rules may affect the direction and place of money allocation.

Suggestions for Organization:

- Develops strategies to improve interdepartmental communication & administrative efficiency.
- Properly monitor programs, resources facilities, & funds to ensure present & future sustainability.