



BISLERI'S INITIATIVE " BOTTLE FOR CHANGE" - CSR WITH THE HELP OF DIGITALIZATION: A CASE STUDY ON BISLERI COMPANY CSR ACTIVITIES

Ms. Vishakha Manoj Pandey

*Assistant Professor,
Wilson College, Mumbai.*

Abstract

Understanding Bisleri's corporate social responsibility is the goal of this research work. The steps they have taken to promote social welfare. The impact that Bisleri has had in India is examined in this essay. This study is based on secondary and qualitative data that was used to analyze the effects of Bisleri's CSR activities. The research's overall conclusions are that different appreciating motivations have been started by bisleri has significantly improved the lives of the society's rag pickers in the study region. The study has looked at the considerable influence and major factor. Due to this CSR, plastic pollution is being reduced to a certain extent which will benefit us as in individual

Keyword: *Bisleri CSR , Bottles for Change, CSR and Digitalization, Plastic Recycling*

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Introduction:

Now a days, corporate social responsibility (CSR) is a developing issue that has been taken up by a variety of industries, including those in the information technology, automotive, FMCG, and infrastructure sectors. The concept describes the obligation of businesses to society if we comprehend it simply. It may be economic, philanthropic (charitable), ethical, or environmental. The study aims to close this gap by empirically examining the connection between two key research domains: corporate social responsibility and corporate brand personality.

The introduction of Bottles for Change by Bisleri in 2017 is changing how Indians view using and

discarding plastic. Plastic waste is collected as part of the endeavor and made into useful goods including fabric, handbags, window coverings, and seats. Bottles for Influence's four-step method tries to alter people's behaviors and raise awareness of the importance of recycling plastic. The first step taken by the team is to inform and educate the public about the various methods and tactics for properly discarding plastic products.

On June 5, 2018, World Environment Day, Bisleri launched "BOTTLES FOR CHANGE," a plastic recycling initiative that focuses on the efficient disposal and recycling of plastic. The goal is to have



a positive impact on the environment by utilizing the sustainability and versatility of plastic. This launch event was supported and attended by dignitaries such as Mr. Ramdas Kadam, Environment Minister in the Maharashtra government, and Mr. Aditya Thackeray, President of the Yuva Sena, among others.

Review of Literature:

Du, S., Bhattacharya, C. B., & Sen, S. (2010); Although previous studies have examined the impact of corporate social responsibility (CSR) on how customers view a company, it is unclear whether CSR has an impact on the firm's market value. In this study, a conceptual framework is created and tested, and it makes the following predictions: (1) Customer satisfaction partially mediates the relationship between Customer satisfaction mediates these regulated links between CSR and firm market value (i.e., Tobin's q and stock return), corporate competencies (innovation capability and product quality), and the financial returns to CSR. The findings demonstrate support for this theory based on a sizable secondary data set. Notably, the authors discover that CSR actually lowers consumer satisfaction levels in businesses with low innovativeness capabilities, which, in turn, hurts market value.

Mishra, M., & Mohanty, S. (2013); This paper explores the relationship between corporate communications in general, Corporate Social Responsibility (CSR) communication in particular,

and brand personality associations. Multidimensional Scaling (MDS) was used to create a perceptual map of four brands of beverages: (1) Tata Tea; (2) Bisleri; (3) Coca-Cola; and (4) Café-Coffee Day (CCD). The brand personalities were assessed by creating Brand Personality Index (BPI) for all the brands. The four corporate brands were distinct in terms of the emphasis on social problems in their corporate communication and other information regarding the corporate brand at the disposal of consumers. The study revealed two dimensions of the perceptual map generated for these corporate brands: (1) Concern for social issues vis-à-vis concern for self-indulgence; and (2) Concern for consumer vis-à-vis concern for the company. Furthermore, Tata Tea was distinctively positioned on the perceptual map. In terms of brand personality dimensions, Tata Tea was perceived as a brand that is highly competent, sincere, and full of excitement but lacks sophistication and ruggedness. After providing an overview of Corporate Social Responsibility (CSR) research in different contexts, and noting the varied methodologies adopted, two robust CSR conceptualizations – one by Carroll (1979, 'A Three-Dimensional Conceptual Model of Corporate Performance', *The Academy of Management Review* 4(4), 497–505) and the other by Wood (1991, 'Corporate Social Performance Revisited', *The Academy of Management Review* 16(4), 691–717) – have been adopted for this research and their integration explored. Using



this newly synthesized framework, the research critically examines the CSR approach and philosophy of eight companies that are considered active in CSR in the Lebanese context. The findings suggest the lack of a systematic, focused, and institutionalized approach to CSR and that the

understanding and practice of CSR in Lebanon are still grounded in the context of philanthropic action. The findings are qualified within the framework of existing contextual realities and relevant implications drawn according

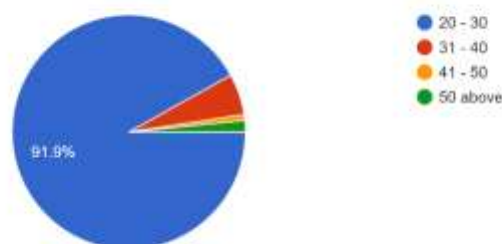
Research Methodology:

UNIVERSAL SAMPLING METHOD: METHOD	SIMPLE RANDOM SAMPLING CONVENIENT SAMPLING
SAMPLE SIZE:	125
METHOD OF DATA COLLECTION:	PRIMARY SECONDARY
PRIMARY DATA:	QUESTIONNAIRE OBSERVATION
SECONDARY DATA:	NEWSPAPER ARTICLES
METHOD OF DATA ANALYSIS:	PIE CHART & TABLE
AREA OF RESEARCH:	MUMBAI

Data Analysis and Interpretation:

1. Majority of the respondents i.e. 91.8 are above the legal age which is in between 20-30 years of age.

2. Age (In years)
124 responses

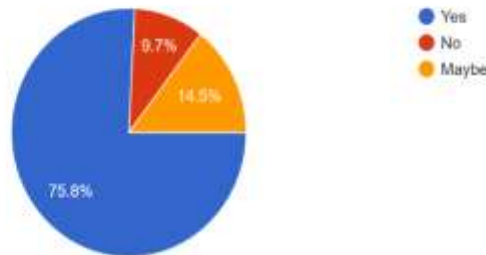


2. Out of 122 respondents 75.4% means the majority of the people are aware of what CSR

stands for, and how it helps stakeholders of the particular firm corporation.

1. Do you understand CSR?

124 responses

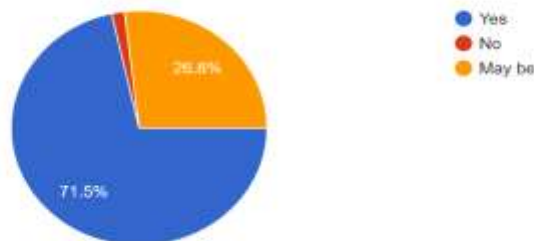


3. 71.5% of the respondents are also attentive towards contributing to CSR, whereas 26.8% of people are still unsure about the same; for which

a significant level of awareness can make difference.

3. Do you believe that you, as a responsible citizen, can contribute to this CSR initiative?

123 responses

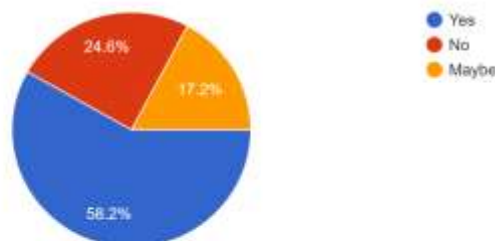


4. 57.5% of respondents are aware of BISLERI's Bottles for the Change initiative. 25% of them are still unconscious about the same and 17.5% of

people you have responded as Maybe the question can be educated through some means of awareness.

4. Are you familiar with BISLERI's Bottles for Change initiative?

122 responses

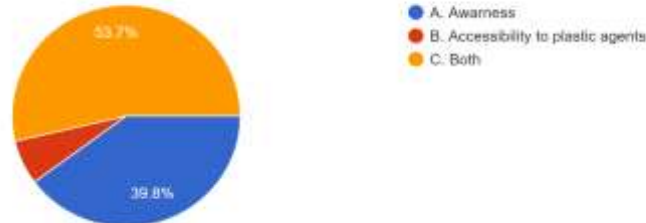


5. The most important factor for bringing about and enhancing this shift, 52.9 (approximately 53%) respondents agree that, in addition to awareness

campaigns, access to plastic agents—who constitute the strongest link between society and the Initiative—should be enhanced.

1. What is the most important element in bringing this change?

123 responses



6. Almost the respondent's population i.e., 97.6% said that this initiative can reduce or discard the pollution that is caused by plastic.

2. Do you think this initiative can discard plastic pollution at some level?

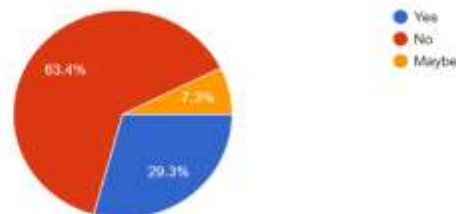
123 responses



7. 29.3% of people are also very well versed in the online application named, " BOTTLES FOR CHANGE " Whereas 63.4% and 7.3% of respondents are still unaware and unsure respectively about the same.

4. Are you aware of an app named " BOTTLES FOR CHANGE " ?

123 responses



Note: All the pie charts contain primary data. Hence, the source for all the analysis is primary data.

Findings of Study:

What is the waste separation model?

If the plastic can be cleaned after each use, kept separate in bags, and given to the housekeeper who comes to the door every day, this idea is simple to implement. For a higher price, the housekeeper can sell the clean plastic to Green Agents/NGOs affiliated with Bottles for Change or his local rag



picker. This plastic is recycled by the rag pickers into a variety of valuable items.

"India recovers 60% of the plastic it produces through the current system, which is from the waste bin to the dump yard, where Ragpickers scavenge Plastic that is heavy and easy to clean," stated Anjana Ghosh, Director - Corporate Social Responsibility, Bottles for Change the remaining 40% is disposed of in landfills or dump yards. This practice of failing to clean and sort plastic at the source contributes to a massive plastic pollution

problem that affects not only India. but the entire world. Through our CSR efforts, we are constantly educating citizens on how to behave properly.

CSR on social networks is well established, and leading CSR companies use this communication channel extensively. A similar trend can be expected in the future also from other firms, which CSR does not follow yet. This step may be called small by some but every single step towards making this environment better counts.

Bottle For Change

Pan India details from 2018 to till December 2022

Description

No. of Cities reached	13
Tons of Plastic collected & recycled	4,000+
Hotels & Restaurant enrolled	600
Housing Societies enrolled	3,500
School & Colleges enrolled	680
Corporates Participates	790
Corporate reached	11
Total People reached	6,00,000

Institutional Partners: (Region-wise active 4 institutions partners) **Total Educational Institutes: 680**

MUMBAI

- ❖ Pillai College of Arts, Commerce & Science
- ❖ Hansraj Morarji Public School
- ❖ SIES College
- ❖ Mordent College

CHENNAI

- ❖ Madras Christian Colleges
- ❖ MCC Campus School
- ❖ SRM Institute of Science and Technology

- ❖ Monford School

Partnership with Corporations: Municipal Corporations: 11

1. Municipal Corporation of Greater Mumbai
2. Panvel Municipal Corporation
3. Thane Municipal Corporation
4. Thane Municipal Corporation
5. MCD (South & West Zone),
6. East Delhi Municipal Corporation,
7. North Delhi Municipal Corporation – Karol Bagh)



8. Noida Authority
9. Greater Chennai Corporation
10. Thiruvallur Municipal Corporation

Partnership with Hotels & Corporates:

Hotels & Restaurants: 600

Corporates: 790

- ❖ HMPS school in Andheri reaching milestone
- ❖ Collection 10,000 + Kg reached to 300+ students.
- ❖ Enrolled 30+ outlets of Titan in the Program.

BFC project in Chennai:

- Enrolled Dindigul thalappakatti's chain of restaurants & trained 30 outlets reached 500+ citizens.
- Signing the letter of association with SRM science and technology (Hostels

Conclusion:

The study lays the groundwork for future research by conceptually establishing and experimentally proving the link between CSR communication and corporate brand personality. In an era where businesses are finding it more and harder to compete. One can choose bottle-less water, also known as an edible water bubble, in a variety of methods to avoid using plastic bottles. Planning should be done to ensure that the program can be sustained over a longer period of time. Reducing carbon footprints. Improving labor policies. Participating in fairtrade. Diversity, equity and inclusion. Charitable global giving. Community and virtual volunteering. Corporate policies that benefit

the environment. Socially and environmentally conscious investments and try to aware people about it.

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