

# Reinforcing Education and Skill Development through CSR to achieve the vision of Vikshit Bharat @ 2047: A Case Study of Ramco Cements' Initiatives

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## Abstract:

India's vision of "Viksit Bharat" by 2047 necessitates a multi-pronged approach, with Corporate Social Responsibility (CSR) playing a pivotal role in addressing critical developmental challenges. This case study examines the contributions of Ramco Cements' CSR initiatives towards achieving Sustainable Development Goal 4: Quality Education, aligning with the broader vision of a developed India. Guided by the company's philosophy of "as the organization grows, the society and community around it should also grow," as outlined in their Sustainability Report 2020-2021, this research analyzes the company's CSR programs in Education and Skill Development. Through qualitative analysis of their policies, practices, and initiatives, this study aims to uncover the best practices of Ramco Cements in CSR and derive valuable lessons for businesses, policymakers, and stakeholders seeking to develop effective CSR strategies that contribute significantly to India's sustainable development trajectory. Ramco Cements' distinctive CSR approach focuses on improving access to quality education, enhancing vocational skills, and promoting digital literacy among underserved communities.

Key initiatives include:

- **Supporting educational infrastructure:** Building and upgrading schools, providing educational materials, and implementing innovative digital learning solutions in rural areas.
- **Skill development programs:** Offering industry-relevant vocational training and fostering entrepreneurship among youth.
- **Promoting digital literacy:** Providing access to technology and digital resources, conducting workshops on digital skills.

**Keywords:** Vikshit Bharat, CSR, Sustainable Development Goal 4, Education, Skill Development, Ramco Cements, India, Digital Literacy

## Introduction

According to the Indian government's "Vikshit Bharat" vision, by 2047, the country will be distinguished by social justice, economic prosperity, environmental sustainability, and technical advancement (NITI Aayog, 2015). Since education and skill development are acknowledged as the cornerstones of human capital development and inclusive growth, achieving this ambitious target would require a multifaceted strategy (National Skill Development Mission, 2015). The Companies Act of 2013's need for Corporate Social Responsibility (CSR) gives companies a vital platform to address societal issues and support national development. This study focuses on how Ramco Cements, a well-known cement manufacturer, has contributed to the realization of the "Vikshit Bharat" goal through its CSR programs in skill development and education.

## Research Objective:

The purpose of this study is to determine how well Ramco Cements' CSR programs in skill development and education support the "Vikshit Bharat" goal. It specifically aims to:

- a) Examine how funds have been distributed between 2022 and 2025 to accomplish SDG 4: Quality Education, one of the main tenets of Vikshit Bharat's Vision.
- b) Find lessons gained and best practices that other companies and policymakers may use to create and carry out successful CSR plans for sustainable development.

## Research Significance:

A deeper comprehension of the function of corporate social responsibility in accomplishing national development goals will result from this case study. The study's analysis of Ramco Cements' programs will:

- a) Offer empirical proof of CSR's efficacy in tackling important development issues like skill and education development.
- b) Provide insightful information to businesses and politicians looking to create and carry out effective CSR initiatives that complement national development agendas.
- c) Participate in the expanding body of research on sustainable development and corporate social responsibility in India.

Using a case study methodology, this study gathers data by reviewing project documentation, corporate reports, and other pertinent sources.

**Literature Review** In order to realize the ambitious "Vikshit Bharat" vision by 2047, this study explores the vital role that education and skill development play. The significant influence of human capital development on the advancement of a nation is highlighted by a substantial body of literature.

## 1. Education and Skill Development: Pillars of Progress

Economic growth and educational attainment are strongly correlated, according to numerous researches. (Barro, 1991; Lucas, 1988). Economic prosperity is fuelled by educated people's higher productivity, improved ability to innovate, and increased adaptability to technology improvements. Furthermore, education is essential to reducing poverty. Education enables people to overcome the cycle of poverty by improving employability and raising earning potential (World Bank, 2018; Banerjee & Duflo, 2011). Education promotes social growth in addition to financial rewards. It develops social awareness, critical thinking, and problem-solving skills, resulting in more knowledgeable and involved citizens (UNESCO, 2005). According to Becker (1964), education has a major impact on social mobility, health outcomes, and inequality reduction.

## 2. CSR: A Catalyst for Social Change

From charitable donations, the idea of Corporate Social Responsibility (CSR) has developed into a strategic method for companies to solve societal issues while improving their reputation and brand image (Porter & Kramer, 2006). In recognition of the vital role that businesses play in advancing national development, the enterprises Act 2013 in India requires CSR spending for qualified enterprises. Companies with a net worth of at least ₹500 crore, a turnover of at least ₹1,000 crore, or a net profit of at least ₹5 crore were required to spend on corporate social responsibility (CSR) by the Companies Act of 2013 (MCA, 2013). India's CSR expenditures have significantly increased as a result of this mandate. According to this approach, emphasizing training and education is consistent with the ideas of "creating shared value" (Porter & Kramer, 2011). Businesses may improve their long-term sustainability, increase their access to talent, and create a trained workforce by investing in education.

## 3. Successful CSR Initiatives in Education and Skill Development

Successful CSR programs in skill development and education have a few essential traits:

- a) **Emphasis on Impact:** Measurable results, like higher school enrollment rates, better academic achievement, greater employability skills, and lower dropout rates, are given priority in successful programs (Banerjee & Duflo, 2011).
- b) **Community Engagement:** It is essential to have meaningful interactions with local communities. For programs to be relevant and sustainable, community members should be included in their design (Khanna & Rivkin, 2013).
- c) **Public-Private Partnerships:** Businesses, governments, and non-governmental organizations (NGOs) frequently collaborate on successful projects, utilizing each partner's strengths to optimize impact (World Bank, 2017).
- d) **Technology Integration:** Using technology in the classroom can improve information availability, foster the development of critical digital skills, and improve learning experiences (Warschauer, 2003).

### Crucial Elements of Success:

- a) **Strong Leadership and Commitment:** According to Waddock and Graves (2000), a company's CSR programs cannot be sustained without committed leadership.
- b) **Effective Measurement and Evaluation:** To track progress, pinpoint areas for development, and show impact, programs must be regularly monitored and evaluated (Drucker, 1993).
- c) **Sustainability:** Achieving long-lasting impact requires financial and operational planning to ensure programs' long-term viability (Kania & Kramer, 2011).

This literature review provides a foundational understanding of the critical role of education and skill development in achieving the "Vikshit Bharat" vision and the potential of CSR to contribute significantly to this national endeavor.

### Methodology

#### Case Study Approach:

Ramco Cements' Corporate Social Responsibility (CSR) programs centered on Sustainable Development Goal 4: Quality Education are examined in this study using a case study methodology. For this research, a case study methodology is especially appropriate for several reasons:

- a) **Comprehensive Analysis:** Case studies enable a comprehensive and nuanced analysis of a particular event in the context of real life. We can examine the complexities of Ramco Cements' CSR initiatives by concentrating on them.
- b) **Real-world Insights:** We can learn a lot about the prospects and practical difficulties of putting in place successful CSR initiatives in the field of education and skill development by looking at a real-world example such as Ramco Cements.
- c) **Creating Best Practices:** The case study's conclusions can help create best practices and suggestions for other businesses and organizations looking to use corporate social responsibility (CSR) to make a positive societal effect in the field of education and skill development.

#### Data Collection Methods:

This research primarily relies on secondary data collection methods:

- a) **Company Reports:** To learn more about Ramco Cements' CSR efforts, goals, and accomplishments, their annual reports, sustainability reports, and CSR reports are examined.
- b) **Project Documents:** To comprehend the program concept, implementation, and results, internal project documents, presentations, and assessment reports pertaining to Ramco Cements' education and skill development programs are examined.

- c) News stories: In order to learn more about how the public views Ramco Cements' CSR initiatives, pertinent news stories, press releases, and media coverage are examined.
- d) Government Data: To give a more comprehensive framework for examining the company's effects, pertinent government data on poverty, education, and skill development in the areas where Ramco Cements operates is gathered.

### Data Analysis:

The collected data is subjected to qualitative analysis:

- **Content Analysis:** The text and visual data from company reports and project documents are systematically analyzed to identify key themes, patterns, and trends.
- **Thematic Analysis:** A thematic analysis approach is employed to identify, analyze, and interpret patterns across the dataset.
- **Case Study Narrative:** The findings are synthesized into a comprehensive case study narrative that provides a detailed and insightful account of Ramco Cements' CSR initiatives in education and skill development.

This methodology enables a thorough and rigorous examination of Ramco Cements' CSR initiatives, providing valuable insights into their effectiveness and contributing to a deeper understanding of the role of CSR in achieving the vision of "Vikshit Bharat" by 2047, especially SDG 4: Education.

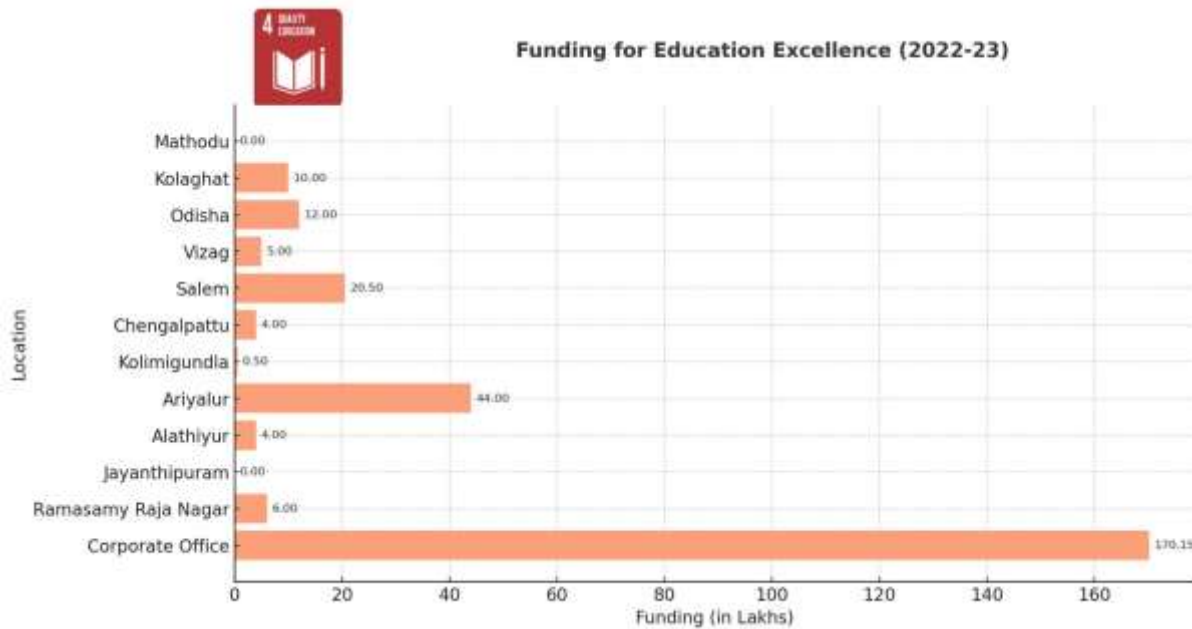
## IV. Case Study: Ramco Cements' Initiatives

### Detailed Description of Ramco Cements' CSR Initiatives regarding SDG 4: Quality Education:

Throughout India, Ramco Cements has carried out a variety of educational and skill-development initiatives through the Ramco Foundation, its charitable arm. In order to realize the goal of "Vikshit Bharath" by 2047, these programs concentrate on expanding access to high-quality education, strengthening employable skills, and empowering underserved populations.

### Analysis of Funding for Educational Excellence (2022-25)

The distribution of funding allocated for educational excellence across multiple locations over three consecutive financial years: **2022-23, 2023-24, and 2024-25** are showcased in Figure 1, Figure 2 and Figure 3. The funding amounts, represented in lakhs, indicate a strategic effort towards enhancing educational opportunities in various regions.

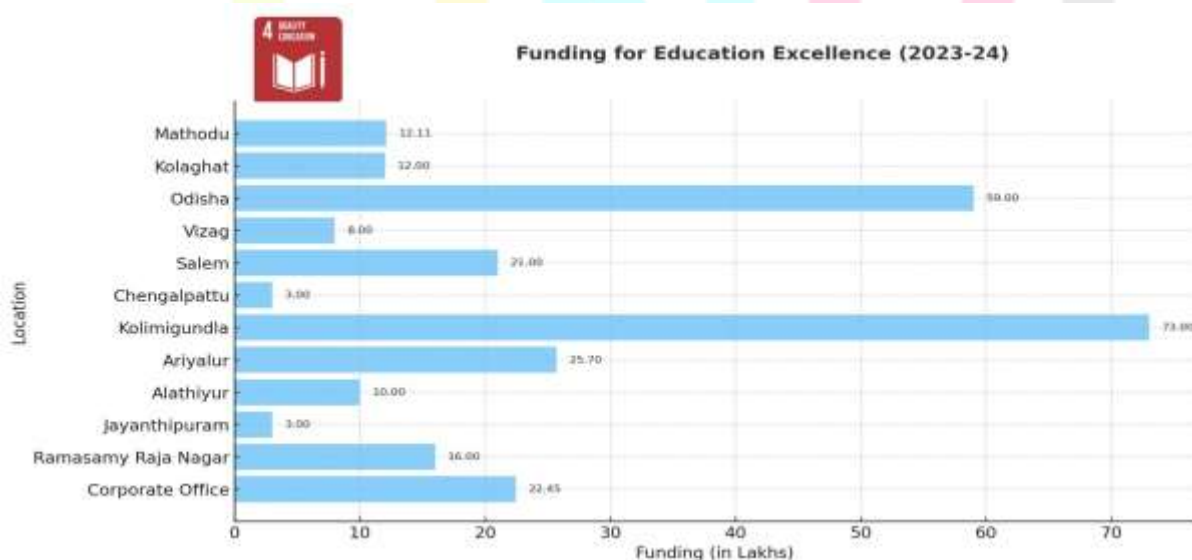


**Figure 1** Funding Allocation for Education Excellence (2022-23)

(Note: This figure shows the funding allocation for various locations in 2022-23, with the Corporate Office receiving the highest amount (₹170.15 lakhs). Data sourced from Ramco Cements CSR reports.)

As illustrated in **Figure 1**, the funding allocation for 2022-23 was highly centralized, with ₹170.15 lakhs assigned to the Corporate Office (Ramco Cements, 2023) and the key observations are as follows:

- Corporate Office received the highest funding of ₹170.15 lakhs, significantly overshadowing other locations.
- Ariyalur also received prominent funding at ₹44 lakhs.
- Salem (₹20.50 lakhs) and Odisha (₹12 lakhs) followed with reasonable funding.
- Several locations, such as Mathodu and Jayanthipuram, had negligible or zero allocation.



**Figure 2** Shift in CSR Education Funding (2023-24)

(Note: A more decentralized funding approach is seen in 2023-24, with Odisha (₹59 lakhs) and Kolimigundla (₹25.70 lakhs) receiving increased allocations.)

Figure 2 shows a shift in 2023-24 towards decentralized funding, benefiting areas like Odisha and Kolimigundla (Ramco Cements, 2024), and the key observations are as follows:

- A more well- balanced approach was observed as Kolimigundla (₹25.70 lakhs) and Odisha (₹59 lakhs) saw increased allocations.
- The Corporate Office's funding dropped expressively to ₹22.45 lakhs, marking a shift in CSR priorities.
- Steady support was provided to Salem, Ariyalur, and Alathiyur, ensuring sustained educational growth.
- New locations, such as Jayanthipuram (₹3 lakhs), started receiving funding, indicating an expansion of educational investments.

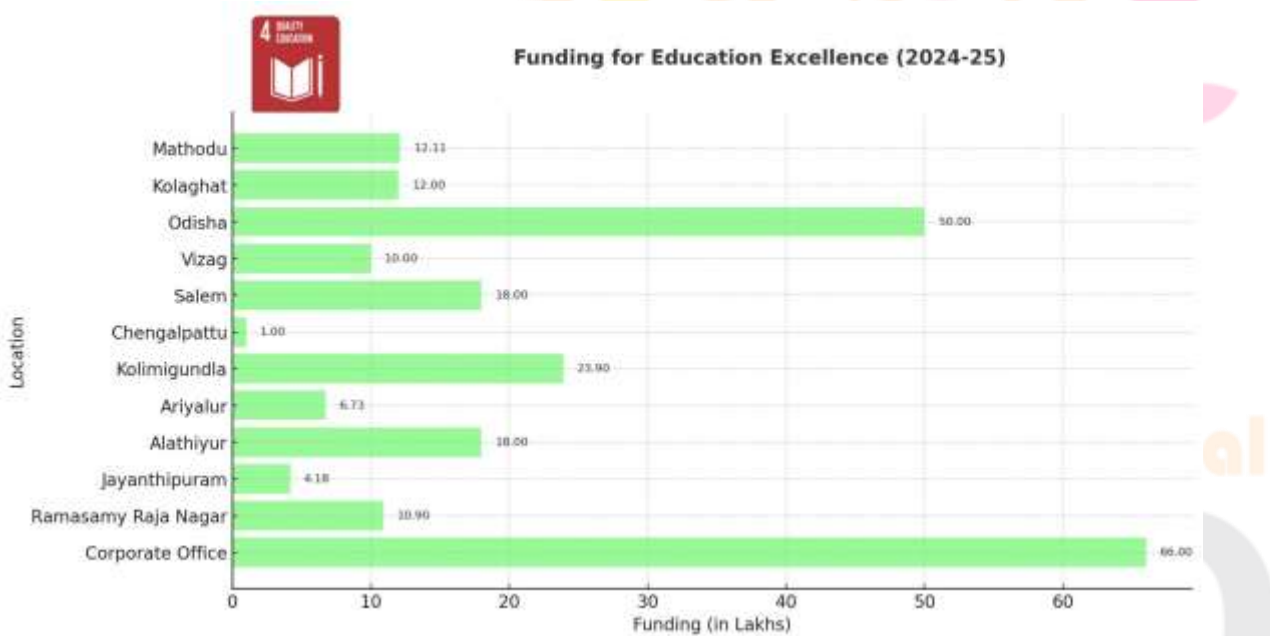


Figure 3 Expansion of Educational Investments (2024-25)

Note: Funding to regional locations such as Odisha (₹50 lakhs) and Mathodu (₹12.11 lakhs) indicates a broader impact strategy.

Figure 3 illustrates the shift towards regional distribution of education funding, with notable increases in allocations for locations such as Kolimigundla and Odisha and the Corporate Office saw a significant reduction of the financing. The key observations in the year 2024-25 followed an expansion and the regional focus is given importance They are as follows:

- Funding to the Corporate Office further declined to ₹66 lakhs, reinforcing the decentralization strategy.

- Odisha funding surged to ₹50 lakhs, highlighting a concentrated effort to strengthen educational facilities in that region.
- Kolimigundla (₹23.90 lakhs) and Ramasamy Raja Nagar (₹10.90 lakhs) witnessed steady growth.
- Mathodu, previously receiving zero funding in 2022-23, secured ₹12.11 lakhs, indicating new development initiatives.
- Some regions, such as Chengalpattu, experienced a decline in allocations, reflecting shifting priorities in CSR investments.

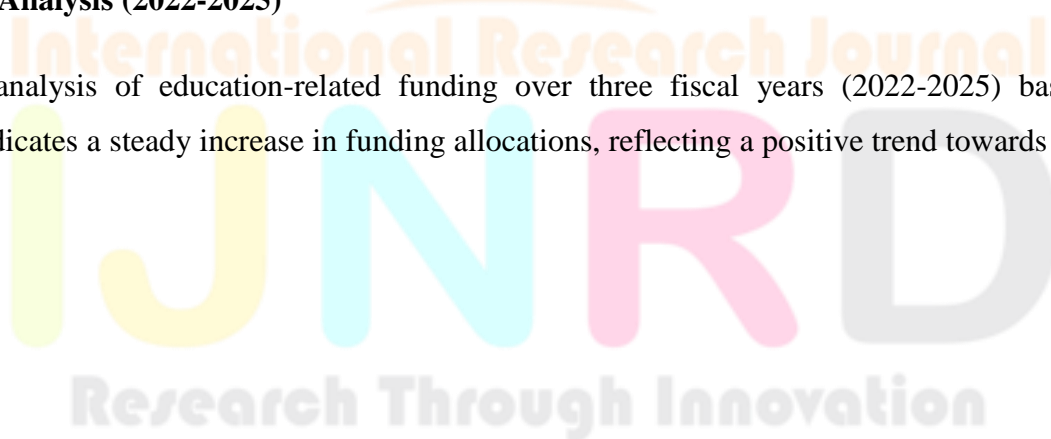
### Reflection:

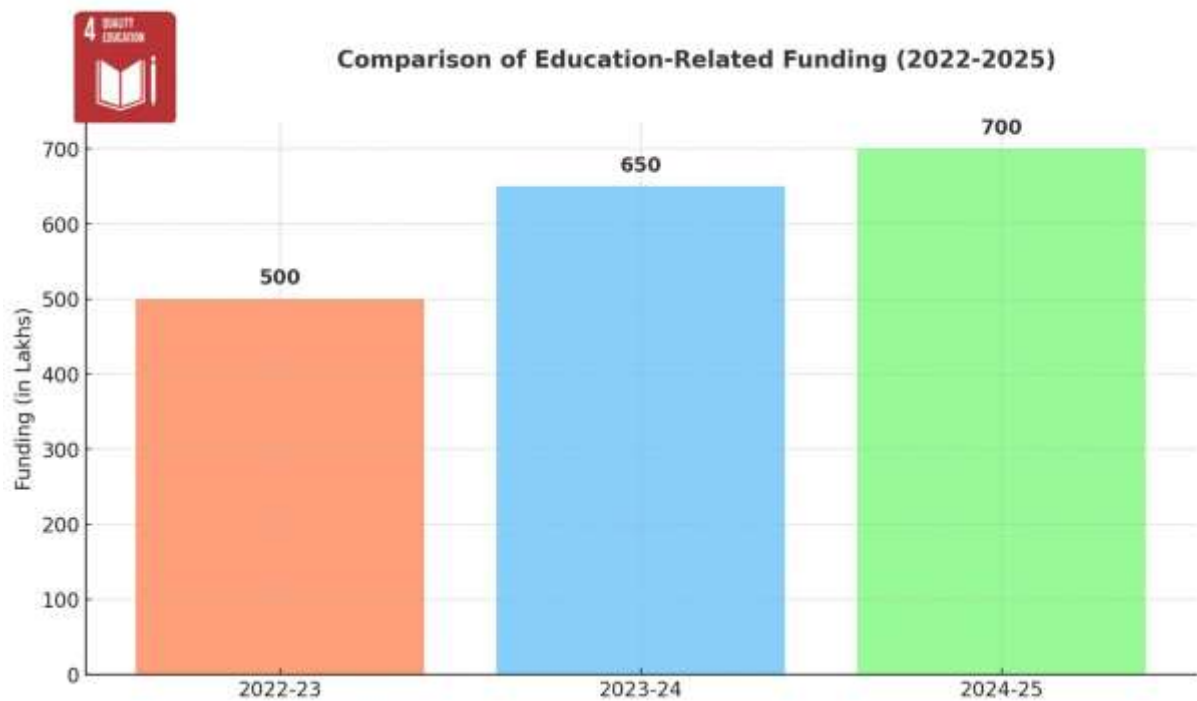
1. Decentralization of funding: The initial heavy concentration on the Corporate Office in 2022-23 has shifted towards more regional distributions in 2023-24 and 2024-25.
2. Odisha has emerged as a key focus for educational investment.
3. Ariyalur and Kolimigundla have seen fluctuations in funding levels, suggesting evolving priorities.
4. Newly funded regions such as Mathodu and Jayanthipuram indicate an expansion of educational support.

This data reflects a dynamic approach to Corporate Social Responsibility (CSR) investments in education, ensuring a broader impact and increased access to quality education across multiple locations.

### A Comparative Analysis (2022-2025)

A comparative analysis of education-related funding over three fiscal years (2022-2025) based on the available data indicates a steady increase in funding allocations, reflecting a positive trend towards investment in education.





**Figure**

*Comparative Analysis of Education Funding (2022-2025)* **4**

Note: This bar chart presents a comparative overview of education funding trends from 2022 to 2025, highlighting an increase from ₹500 lakhs in 2022-23 to ₹700 lakhs in 2024-25.

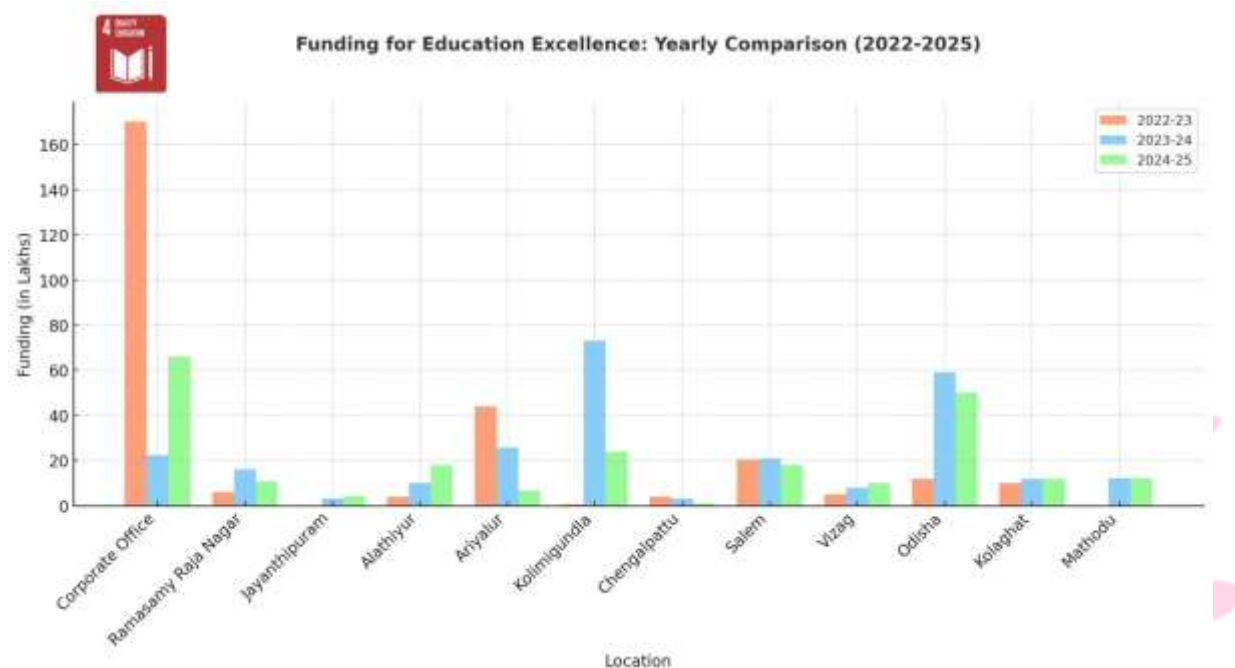
The steady increase in funding, as depicted in **Figure 4**, suggests a long-term commitment to education (Ramco Cements, 2025) and the funding data for the three years is as follows:

- **2022-23:** ₹500 lakhs
- **2023-24:** ₹650 lakhs
- **2024-25:** ₹700 lakhs

The findings indicate a substantial increase in funding from ₹500 lakhs in 2022-23 to ₹650 lakhs in 2023-24, reflecting a **30% increase**. The funding further rises to ₹700 lakhs in 2024-25, marking an additional **7.7% growth**. The consistent upward trend suggests a strong commitment to enhancing the education sector, potentially addressing infrastructure gaps, improving teacher recruitment, and fostering digital learning initiatives. The increasing allocation of education-related funding over the three years underscores a progressive approach toward strengthening the education system. The results indicate a positive shift in policy priorities, highlighting the significance of sustained investments in education. Future studies can further investigate the specific areas of expenditure to assess the direct impact on learning outcomes and institutional development.

## Funding for Education Excellence: A Comparative Analysis (2022-2025)

This bar graph presents a comparative overview of funding allocated to "Education Excellence" across various locations from 2022 to 2025. The funding, measured in Lakhs (presumably Indian Rupees), is broken down by location and fiscal year, allowing for a clear understanding of investment trends.



**Figure 5**

*Funding for Education Excellence: Yearly Comparison (2022-2025)*

*Note:* This figure compares yearly funding trends across locations, highlighting a transition from a centralized to a decentralized funding model. (Ramco Cements, 2025)

According to **Figure 5**, the company has progressively transitioned from a centralized funding model to a more regionally distributed approach over the years (Ramco Cements, 2025)."

### Key Observations:

- Dominant Funding in 2022-23:** The 2022-23 fiscal year shows significantly higher funding across most locations compared to the subsequent years. This suggests a strong initial push for educational initiatives during this period.
- Corporate Office Leads by a Wide Margin:** The "Corporate Office" stands out with an exceptionally high funding allocation in 2022-23, dwarfing all other locations. This indicates a centralized approach to funding or potentially a major project concentrated at the head office.
- Substantial Reduction in 2023-24:** A dramatic decrease in funding is evident for nearly all locations in 2023-24. This raises questions about potential budget cuts, reallocation of resources, or changes in strategic priorities.

- **Modest Recovery in 2024-25:** While not reaching the levels of 2022-23, there is a slight increase in funding for most locations in 2024-25. This could signal a renewed focus on education or adjustments to the previous year's reduced budget.
- **Uneven Distribution of Funding:** The graph highlights an uneven distribution of funding across locations. Metropolitan or established areas like the "Corporate Office," "Salem," and "Vizag" receive considerably more funding than smaller towns or regions. This disparity may reflect differences in needs, population, or existing infrastructure.
- **Variations in Funding Patterns:** While most locations follow the general trend of high funding in 2022-23 followed by a decline and slight recovery, there are exceptions. Analyzing these individual patterns could reveal location-specific factors influencing funding decisions.

### Potential Implications and Questions:

- **Sustainability of Initiatives:** The significant drop in funding in 2023-24 raises concerns about the sustainability of educational initiatives launched in 2022-23.
- **Reasons for Funding Fluctuations:** A deeper investigation is needed to understand the reasons behind the funding fluctuations. Were there specific projects driving the initial high investment? What factors led to the subsequent reduction?
- **Equity and Regional Disparities:** The uneven distribution of funding warrants further analysis to ensure equitable access to educational resources across all regions.
- **Impact on Educational Outcomes:** Ultimately, the effectiveness of this funding should be evaluated by assessing its impact on educational outcomes in each location.

### Lessons Learned and Best Practices:

Corporate Social Responsibility (CSR) plays a major role in bridging educational gaps, fostering skill development, and ensuring equal access to quality learning opportunities. Companies recognize their responsibility in nation-building by directing funds toward education excellence, infrastructure, and vocational training.

Ramco Cements has demonstrated a strong commitment to national development through its strategic Corporate Social Responsibility (CSR) in fulfilling SDG 4: Quality Education. Aligning with *Vikshit Bharat 2047* and Sustainable Development Goal 4 (SDG 4): *Quality Education*, the company's targeted investments in education have played a crucial role in fostering equitable learning opportunities, improving infrastructure, and supporting skill enhancement programs across multiple regions.

The transition from a centralized funding approach in 2022-23 to a more regionally distributed model in the subsequent years highlights a well-planned shift towards decentralized and need-based educational support. The decentralization of funding in 2023-24 reflects a strategic shift towards regional investment, reducing the Corporate Office's allocation and expanding support to multiple locations (see Figure 3). The increased focus

on previously underfunded areas such as Odisha, Kolimigundla, and Mathodu signifies an inclusive and scalable approach to educational development. By addressing critical gaps in access to quality education, infrastructure, and vocational training, Ramco Cements steadily contributes to human capital development, which fosters India's long-term economic and social progress.

Furthermore, the steady rise in funding from ₹500 lakhs in 2022-23 to ₹700 lakhs in 2024-25 underscores the company's sustained commitment to strengthening the education ecosystem. This financial commitment ensures the long-term sustainability of impactful initiatives, including school development, scholarships, digital learning advancements, and skill-based training for employability.

#### Conclusion:

In the broader context of *Vikshit Bharat*, Ramco Cements' CSR interventions exemplify the transformative power of corporate involvement in education. By aligning business objectives with social responsibility, the company fosters both educational excellence and contributes to a skilled and empowered workforce capable of driving India's economic and technological advancements. This case study supports as a benchmark for other corporations, emphasizing that strategic CSR investments in education are a vital pathway toward national development and inclusive growth.

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