RESPONSIBLE BUSINESS BEHAVIOUR FOR SUSTAINABILITY OF BUSINESS AND SOCIETY – A CASE STUDY ON DCM SHRIRAM LTD.

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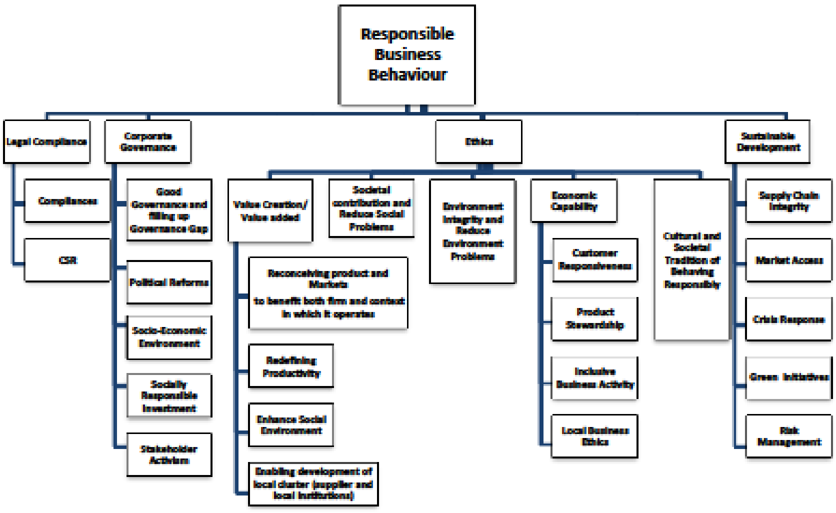
ABSTRACT

Responsible Business Behaviour has become a voluntary necessity according to the guidelines issued by SEBI (2011). Economic growth of DCM Shriram has caught the attention as a research interest for the reason that the chemical sector of the group has 25% contribution in total business revenue of the group. Therefore, it is an inquisitive interest to figure out what are the Responsible Business Behaviour (RBB) factors that are practiced by the total DCM Shriram group vis-a- vis its chemical business. Whether the profit is increasing or decreasing, we need to study both the cases. If profit is increasing by adhering to Responsible Business Behaviour, then the other should follow the suit. If the profit is reaped without adhering to Responsible Business Behaviour, then it is the cause of concern for the related stakeholders and in the long run that may become a cause of concern for sustainability of an organization. Decreasing profit margin of all other businesses and increasing margin of Chlor Vinyl business from 2015 to 2018 has attracted the attention of this researcher to find out that the increase in profit of Chlor Vinyl business is an outcome of adhering to Responsible Business Behaviour or is because of overlooking some of the aspects of Responsible Business Behaviour. The given case also throws light on the long term sustainability of Vinyl business with respect to Responsible Business Behaviour Model. (RBB model) proposed by Sharma & Lotwala (2017)

Key Words: DCM Shriram, Responsible Business Behaviour, Chemical Sector Vs. Other business sectors of DCM Shriram, Stakeholders of Business, Sustainability of Business and Society.

Fig.:1.2 Responsible Business Behaviour Model



Source: RBB Model by Sharma & Lotwala (2017)

I. DCM SHRIRAM'S – FINANCIAL PERFORMANCE

- **Segment Wise financial performance** - DCM Shriram has witnessed immense growth in financial aspects in last four years. Given graph gives us an overview of segment wise financial performance of DCM Shriram from FY 2015-18.

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Learning from China: Mitigating the Problems of Make in India Through Responsible Business Behavior

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Indian Government's new policy of 'Make in India' has taken everyone by surprise, whether Indian or foreign country heads and/or entrepreneurs. This will make India a production hub, next only to China. Indian Government is trying to replicate China's model through 'Make in India' slogan in all aspects, viz., production, GDP growth, market share, employment, and environment pollution. Therefore, this paper seeks to identify the effects of 'Make in India' by taking lessons from China and elaborate on the ways and means to combat the side effects on various stakeholders. The end result of the discussion is, bringing in a responsible business model for the businesses that are pursuing the 'Make in India' dream.

Introduction

China and India are the two most emerging economies gaining considerable attention of the world due to their ability to rise from the status of poor developing economies to emerging economic power centers. Such accelerated growth in both the economies is due to liberalized foreign trade, attracting FDIs, relaxing price controls, increased industrial competition, growth-based government plans and policies, promoting domestic industries, rapid modernization, etc. Despite many similarities, their growth pattern differed in many aspects. China tried to gain control over the world market by using lower technologies and labor-intensive manufacturing strategies (Mathur, 2011). India's economic growth accelerated due to exponential growth of service producing industries with robust sustainability of IT and ITES companies (Bosworth and Collins, 2008).

The observations in Table 1 reveal that agricultural share in GDP in both the countries has fallen drastically during the last four decades. Manufacturing sector dominated Chinese economy which has always been above 40% throughout the last four decades, in contrast to India where the share of manufacturing sector increased marginally during the same period but has never been more than 30%. Therefore, the government has been trying to pursue 'Make in India' dream since September 2014 to ensure higher contribution of manufacturing sector to the economy. The objectives of this initiative are—to help in generating more jobs to reap the fruits of demographic dividends, low manpower cost, availability of unskilled, skilled and semi-skilled workers, strong consumerism in domestic market and growing interest

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