

## **Approaches and Implications of Working on Gender Equality under Corporate Social Responsibility: A Case Study of Two Corporate Social Responsibilities in India**

**Authors :** Shilpa Vasavada

**Abstract :** One of the 17 Sustainable Development Goals focuses on gender equality. The paper is based on the learning derived from working with two Corporate Social Responsibility cases in India: one, CSR of an International Corporate and the other, CSR of a multi state national level corporate -on their efforts to integrate gender perspective in their agriculture and livestock based rural livelihood programs. The author tries to dissect how 'gender equality' is seen by these two CSRs, where the goals are different. The implications of a CSR's understanding on 'gender equality' as a goal; versus CSR's understanding of working 'with women for enhancing quantity or quality of production' gets reflected in their orientation to staff, resource allocation, strategic level and in processes followed at the rural grassroots level. The paper comes up with examples of changes made at programmatic front when CSR understands and works with the focus on gender equality as a goal. On the other hand, the paper also explores the differential, at times, the negative impact on women and the programmes;- when the goals differ. The paper concludes with recommendations for CSRs to take up at their resource allocation and strategic level if gender equality is the goal- which has direct implication at their grassroots programmatic work. The author argues that if gender equality has to be implemented actually in spirit by a CSR, it requires change in mindset and thus an openness to changes in strategies and resource allocation pattern of the CSR and not simply adding on women in the way intervention has been going on.

**Keywords :** gender equality, approaches, differential impact, resource allocation

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