

Schneider Electric India Private Limited: The CSR Dilemma

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Chapter

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Abstract

This case discusses the issue of the sustainability of corporate social responsibility (CSR) in Schneider Electric India Private Limited (SEIPL). Schneider Electric, the parent company, is a European multinational engaged in the business of energy management solutions. The case presents the diverse CSR initiatives and activities that have been undertaken since 2008 by SEIPL in various parts of India as its commitment toward the society. SEIPL has been doing CSR in areas of rural electrification, entrepreneurship, education, and employment. The initiatives were well knit with the business strategy, and, thus, the objectives of both the company and the beneficiary were being successfully met. But from the year 2010 onward, the impact of CSR activities was continuously declining. Sudhir Johri, Director, CSR, had to evaluate the situation and find ways and means to improve the impact of present CSR activities or work out a new CSR strategy.

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