

Media Coverage

Publication	Date	Edition	Link	Headline
India csr	29 July 2021	Online	https://indiacr.in/the-social-impact-of-covid-specific-csr-approach-by-corporate-india-is-a-sincere-act-says-a-survey-by-genius-consultants/	The Social Impact of COVID specific CSR approach by Corporate India is a Sincere Act says, a survey by Genius Consultants



India was just recovering from the impact of the first wave of the pandemic and gaining momentum during the first quarter of 2021. However, the devastating second wave in the country has impacted the nation and the people yet again. Many lost jobs, lives and livelihoods.

During such times, many companies and organization came forward with Covid-specific initiatives and CSR approach to support their employees, family of employees and the community at large.

To measure the impact of such initiatives in the mind of the people and their lives, Genius Consultants Ltd, a leading HR and recruitment firm did a national survey. According to the survey, all 100% responders believe that the initiative by corporate to provide life-long financial aid or taking care of the family of deceased employee due to COVID-19 is a philanthropic benchmark created in the society

When the daily case load pressurized the medical health workers and unavailability of resources, various corporates came up with makeshift hospitals for the commoners to have medical aid on time. Around 80% responders believe that such initiatives by corporate eased the fight against Covid or aided as backup for the 'stressed' healthcare infrastructure in India.

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