

A
Research Project
On

“A STUDY OF CSR FOR SUSTAINABLE PRACTICE: COSMETIC BRAND MAMAEARTH”

Submitted to
G.S. College of Commerce and Economics (Autonomous), Nagpur

Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur University

In partial fulfilment for the award of the Degree of
Bachelor of Business Administration

Submitted by
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Under the Guidance of
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G.S. College of Commerce and Economics, Nagpur

Academic Year 2023-24



G.S. College of Commerce and Economics, Nagpur

Academic Year 2023-24



CERTIFICATE

This is to certify that **Aditi T Chatterjee** has submitted the project report titled “**A Study Of CSR for Sustainable Practice: Cosmetic Brand Mamaearth**”, towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree_examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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DECLARATION

I here-by declare that the project with title “A Study Of CSR for Sustainable Practice: Cosmetic Brand Mamaearth” been completed by me in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

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Place: Nagpur

Date:

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Academic Year 2023-24



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen Mustoor**, Principal, G.S. College of Commerce & Economics, Nagpur.

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Aditi Chatterjee

Place: Nagpur

Date:

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CHAPTER-1

INTRODUCTION

ABSTRACT

Mamaearth is a company that makes products that are good for mothers and infants. The company kept its promises about being toxin-free and of standard quality, and it is well-known. Mamaearth's products are available on digital platforms. The second-most visited beauty and cosmetics website in India. The objective of the study is to examine the company's green product, digital marketing strategy, SWOT analysis, and CSR practices. This qualitative research study is based on secondary data. The study concluded that Mamaearth needs to expand its retail business, increase franchisees, and collaborate with local players to match international standards. It has successfully implemented a digital marketing strategy and SWOT analysis. The company has taken many initiatives toward CSR practice, like creating jobs, developing infrastructure, conducting educational programs, and providing rural development programs to improve the standard of living in communities. The business makes an effort to have a sustainable impact on decisions and actions in these areas by taking into account the needs of people, the environment, and the business. The ultimate goals are better health and future success.

The logo for Mamaearth, featuring the word "mamaearth" in a lowercase, rounded font. The letters "mama" are in blue and "earth" is in green. The logo is centered within a white rounded rectangular frame.

INTRODUCTION

It is essential to use goods and services that are environmentally friendly. Green product development to reduce an output line's environmental impact and encourage cleaner production. Green technology solutions are now available in the cosmetics sector. These approaches can be utilized to produce natural 142 Emergence and Research in Interdisciplinary Management and Information Technology cosmetics that are friendly to the environment. Green marketing is a key marketing idea where products are created, delivered, used, and disposed of in the most environmentally friendly way possible. Natural, chemical-free, and recyclable are all terms used in green marketing. Ecological cosmetics are those that use natural elements like animal, mineral, or galenic, as well as a combination of these. Other names for it include Eco cosmetic and biocosmetic. Cosmetics are effective tools for modifying our external look. Cosmetics are items that improve one's look. Customers now place a lot of importance on one's appearance in today's society. They often consist of a mixture of chemical substances intended to improve the body's appearance. The cosmetics industry has changed a lot in the twenty-first century. **CSR** is gaining significant support in a number of sectors, including the cosmetics industry, where it is thought to be becoming more and more significant. **CSR** initiatives in this industry were first implemented by niche players: small cosmetic companies with social responsibility as their top priority. But larger businesses have also entered the picture as a result of shareholder demand. The risky business practices used by the cosmetic industry, such as animal experimentation and chemical pollution, were once heavily criticized as being immoral and bad for the environment.

CHAPTER-2

COMPANY PROFILE

COMPANY PROFILE:

When the duo Varun and Ghazal Alagh (founders of Mamaearth) became parents for the first time in 2016 they were looking for safe and non-toxic baby care products for their son, but no such brand or companies offer such type instead they were full of chemicals such as parabens, sulphates, bleach etc. Which were very harmful for the sensitive skin, so they started ordering products from US but it turned out to be expensive and caused them inconvenience. All this struggle saw the rise of Mamaearth which is registered under Honasa Consumer Private Limited, with an aim to provide cruelty free, organic products in the Indian market. It is Asia's 1st Brand with Made Safe™ Certified products. Mamaearth was founded in September 2016 by Ghazal Alagh and Varun Alagh, to make skincare routines a little chic but with utmost care. Headquartered in Gurugram (India), Mamaearth is distinguished in the cosmetics industry of India as an online platform that offers natural and toxin-free skin care products. Mamaearth - Founders/Owners and Team Mamaearth Co-founders, Ghazal Alagh and Varun Alagh incorporated Honasa Consumer Private Limited in 2016 and then went on to launch the Mamaearth range of toxin-free products in December of that year. The couple had made it their mission to make safe, chemical-free products available to all babies in India. The company has now grown to be an organic product manufacturer for babies, moms, dads, grandparents, and everyone else. Varun Alagh Mamaearth Co-Founder, Get Stuff Done Officer, and the Chief Dad of Mamaearth, Varun Alagh is from the FMCG industry. Varun Alagh has a BE in Electrical Engineering from Delhi College of Engineering, followed by an MBA in Finance and Marketing from XLRI Jamshedpur. Varun has previously worked in Hindustan Unilever, Smirnoff, and The Coca-Cola Company where he managed key leadership roles before founding Honasa Consumer Pvt. Ltd., the parent company of Mamaearth. He is known for the brand management expertise he brings to the table. Mamaearth founders: Varun Alagh & Ghazal Alagh is another Co-founder of Mamaearth, who is also known as the Chief Innovation



Officer. Ghazal has completed her BCA in Information Technology student from Panjab University. She then served as a Corporate Trainer at NIIT and later on founded Diet expert in February 2012 before founding Mamaearth under Honasa in 2016. Ghazal has also completed Intensive courses in Modern Art and Applied Arts from the School of Visual Arts and New York Academy of Art and is recognized as one of the top 10 women artists in India and both nationally and internationally. Mamaearth Ownership Varun Alagh holds the majority stake in Mamaearth, which is 38.72%. The next in the line of Sequoia Capital, which holds 15.22% of the stakes. Then comes Fireside Ventures, which holds 12.04% of stakes whereas Stellaris Ventures holds 10.42% of stakes. 8.72% of shares are with Sofina Ventures, Co-founder Ghazal Alagh controls 3.58% of stakes and 1.32% of stakes are with Shilpa Shetty Kundra. The rest of the stakes, which comes down to around 10.44% are with Others, as of March 2021 data.



CSR Practice of Mamaearth

The objective of the Mamaearth Foundation is to foster sustainable practices in both developed and developing countries, to encourage healthy people on a healthy planet, and to lessen the economic gap between the affluent and the A Comprehensive Study of CSR for Sustainable Practice: Cosmetic Brand Mamaearth. The foundation's doors were formally opened in 2009, and part of its ambitious mission is to work in the fields of sustainable living, the environment, and energy. It has a broad scope, but if you believe that everyone has only one life, that we all share the same planet, that everything is connected, that our actions have an impact all over the world, and that talking is useless if it doesn't result in action, then you take a holistic approach and try to build a pyramid rather than a pole. This organization uses a comprehensive strategy that includes project execution, education, and advocacy in the areas of sustainable living, the environment, and energy. The organization works to steer choices and actions in these areas in the direction of sustainability, with equal consideration for people, the planet, and profit. The ultimate goal is a bright future and improved health. In order to improve the state of the planet, the concepts of "reduce, re-use, and recycle" are now widely accepted. Therefore, Mamaearth establishes a recycling program in collaboration with an NGO in Alexandra. They also implement them in schools, but recycling alone is insufficient, so they strongly support a national program that deals with garbage by converting it to energy. To ensure the long-term success of the business, it pursues community-building goals while lowering associated risk factors. The organization aims to achieve three main goals to broaden its social impact and influence on the environment and people's lives. Mamaearth upholds fundamental principles like obligation, responsibility, trust, and integrity. providing eco-friendly products and services to enhance community health and well-being. The company uses an approach to manufacturing and distributing its products that aim to increase recycling and reduce waste. The company wants to accomplish this by sharing nutritional information and raising consumer awareness of dietary intake. Initiatives for constructing infrastructure, implementing education, and generating employment are also included. Additionally, Emergence and Research in Interdisciplinary Management and Information Technology

it provides everyone in the neighbourhood, including those with special needs and impairments, with training and skill building programs. To create green space that will preserve and improve the environment, the organization plants premium plantations. To ensure that all raw sources and materials are bought from those who use sustainable sourcing practices, the company has evaluated all of its partners throughout the supply chain as well as for raw materials against specified ethical credentials. The company makes sure that all human rights are upheld throughout all aspects of its operations, including the prohibition of child labour, the treatment of animals, and the acceptance of diverse opinions. Facilities and industrial facilities at Mamaearth have legal sanitization systems in place and use little water. In addition to providing free annual health checks for the entire community, farmers are strongly advised to concentrate on animal care.

Mamaearth is a brand that focuses on natural and organic personal care and beauty products. Corporate Social Responsibility (CSR) practices can encompass a range of initiatives aimed at making a positive impact on society, the environment, and various stakeholders. CSR practices may evolve over time, here are some general areas where Mamaearth was involved in CSR initiatives:

- **Natural and Organic Products:**

Mamaearth emphasizes the use of natural and organic ingredients in its products. This commitment to environmentally friendly and sustainable sourcing aligns with CSR principles promoting ecological responsibility.



- **Plastic Neutrality and Recycling:**

Some companies in the personal care industry are increasingly focusing on reducing plastic usage and promoting recycling. Mamaearth might engage in initiatives aimed at reducing its plastic footprint or supporting recycling efforts.

- **Social Initiatives:**

CSR often involves contributing to social causes. Mamaearth may be involved in supporting initiatives related to education, healthcare, or other social issues, contributing to the well-being of communities.



- **Fair Trade Practices:**

Companies committed to ethical practices may engage in fair trade initiatives. Mamaearth might ensure fair wages and working conditions for the individuals involved in the supply chain, from farmers to factory workers.

- **Animal Welfare:**

Many companies in the beauty and personal care industry are adopting cruelty-free practices. Mamaearth may avoid animal testing and use cruelty-free methods in the development of its products.

- **Transparency and Accountability:**

CSR also involves being transparent about business practices and being accountable for the impact a company has on society and the environment. Mamaearth might share information about its sourcing, manufacturing, and other practices to build trust with consumers.



CHAPTER-3

RESEARCH STUDY

RELEVANCE OF STUDY:

- The corporate social responsibility (CSR) drivers, challenges, and best sustainable practices in the cosmetics industry.
- Different types of CSR activities mamaearth has taken part.

NEED OF STUDY:

- To assess the company's CSR practice.
- The aim of conducting this study is to understand the different CSR practices adopted by Mamaearth.
- How many people know about MAMAEARTH doing CSR activities

OBJECTIVES OF STUDY:

- To assess the company's CSR Practice.
- To assess the different types of CSR practices is taken by mamaearth.

LIMITATIONS OF STUDY:

- Some respondents may hesitate to give true responses.
- The study is to be conducted withing limited time of 45 days.
- The sample size of only 50 is taken from the large population for the purpose of study, so there can be difference between results of sample from total population.

HYPOTHESIS OF STUDY:

- **Null Hypothesis :-** Mamaearth foundation is fostering sustainable practices in both developed and developing countries, to encourage healthy people on a healthy planet.
- **Alternate Hypothesis :-** Mamaearth foundation is not fostering sustainable practices in both developed and developing countries, to encourage healthy people on a healthy planet.

CHAPTER-4

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

In a view to precede the research in a systematic way the following research methodology has been used. By means of obtaining detailed opinion of the customers this research falls under the category of descriptive research. This study was conducted as a survey that examined CSR practice done by MAMAEARTH.

SAMPLE SIZE : 50 Respondents

SAMPLING TECHNIQUE : Convenient Sampling method

PRIMARY DATA:

In order to gather necessary data and also to provide profound insight into the topic "CSR practice done by MAMAEARTH ", the research considered the use of questionnaire for consumers in most suitable way.

Questionnaire was used to collect primary data from respondents. The questionnaire was structured type and contained questions relating to different dimensions of CSR practices done by MAMAEARTH. The questions included in the questionnaire were open-ended and offering multiple choices.

SECONDARY DATA:

Secondary data was collected from the existing data sources, catalogues, internet, magazine, case studies, newspapers, journals, articles, websites, etc. The information so collected has been consolidated in a meaningful manner for the purpose.

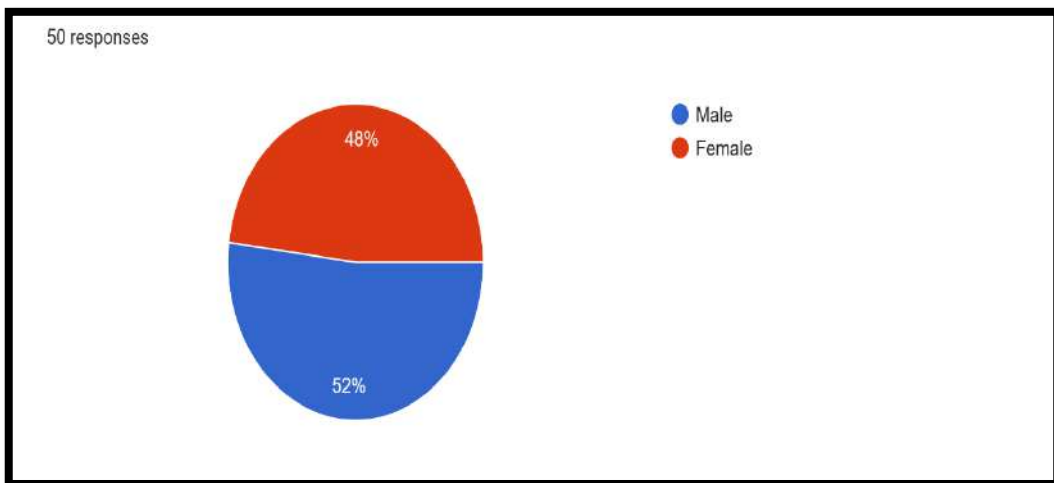
CHAPTER-5
DATA ANALYSIS
AND
INTERPRETATION

5.1 GENDER CLASSIFICATION

Table 5.1

GENDER	No. OF RESPONDENT	PERCENTAGE
Male	26	52%
Female	24	48%
TOTAL	50	100%

(Source: Primary data)



INTERPRETATION:

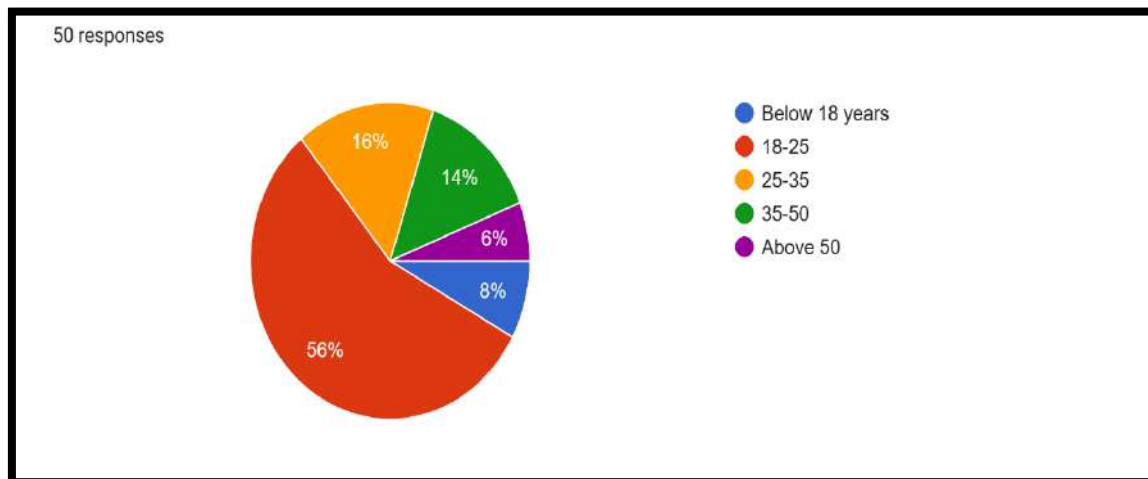
The above table and chart shows that there are 26 (52%) are respondents are male and remaining 24(48%) respondents are female respectively.

5.2 AGE CLASSIFICATION

Table 5.2

AGE	NO. OF RESPONDENT	PERCENTAGE
Below 18	4	8%
18-25	28	56%
25-35	8	16%
35-50	7	14%
Above50	3	6%
TOTAL	50	100%

(Source: Primary data)



INTERPRETATION:

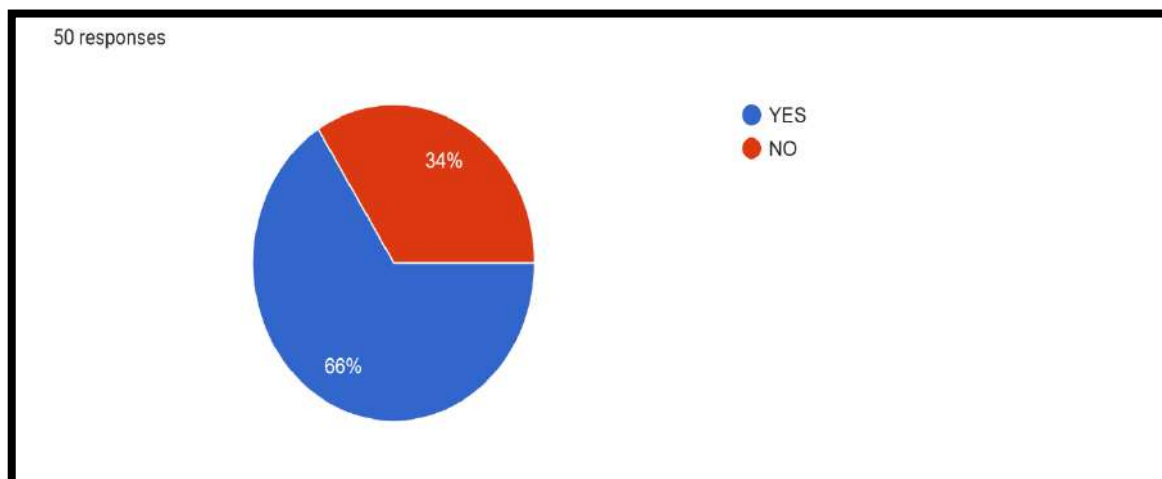
The above table and chart shows that there are 4 (8%) respondents are below 18 age, 28 (56%) respondents are 18-25 age, 8 (16%) respondents are 25-35 age, 7 (14%) respondents are 35-50 age, and 3(6%) are above 50 age respectively.

5.3 CLASSIFICATION ON THE NO. OF RESPONDENTS ARE AWARE MAMAEARTH PROVIDES CORPORATE SOCIAL RESPONSIBILITY(CSR)

Table 5.3

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
YES	33	66%
NO	17	34%
TOTAL	50	100%

(Source: Primary data)



INTERPRETATION

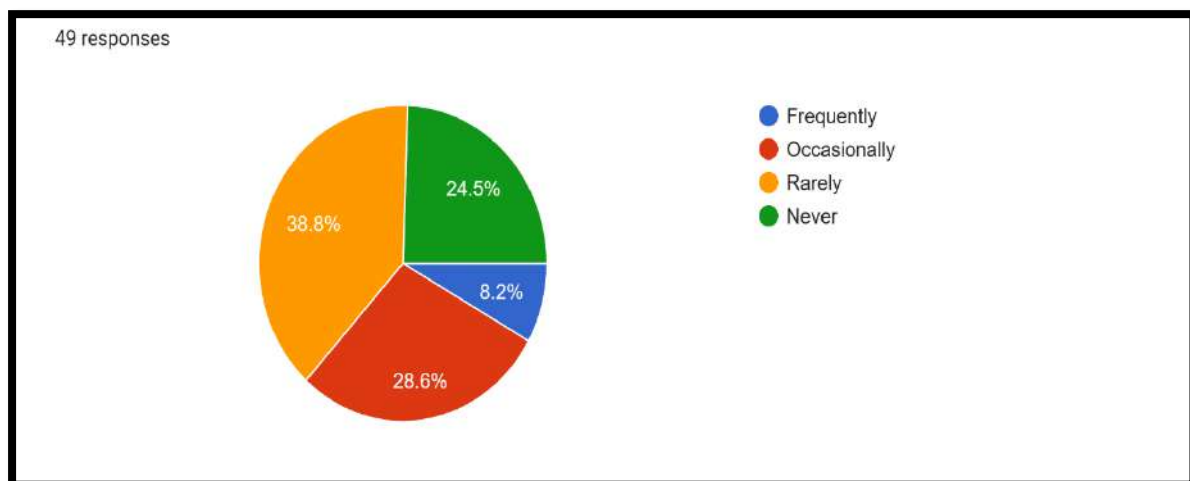
The above table and chart show that there are 33 (66%) respondents are aware about CSR practice done by MAMAEARTH and rest of the 17 (34%) are not aware about it.

5.4 CLASSIFICATION ON THE NO. OF RESPONDENTS FREQUENTLY ORDER FROM MAMAEARTH

Table 5.4

FREQUENCY	NO. OF RESPONDENT	PERCENTAGE
FREQUENTLY	4	8.2%
OCCASSIONALLY	14	28.6%
RARELY	19	38.3%
NEVER	12	24.5%
TOTAL	49	100%

(Source: Primary data)



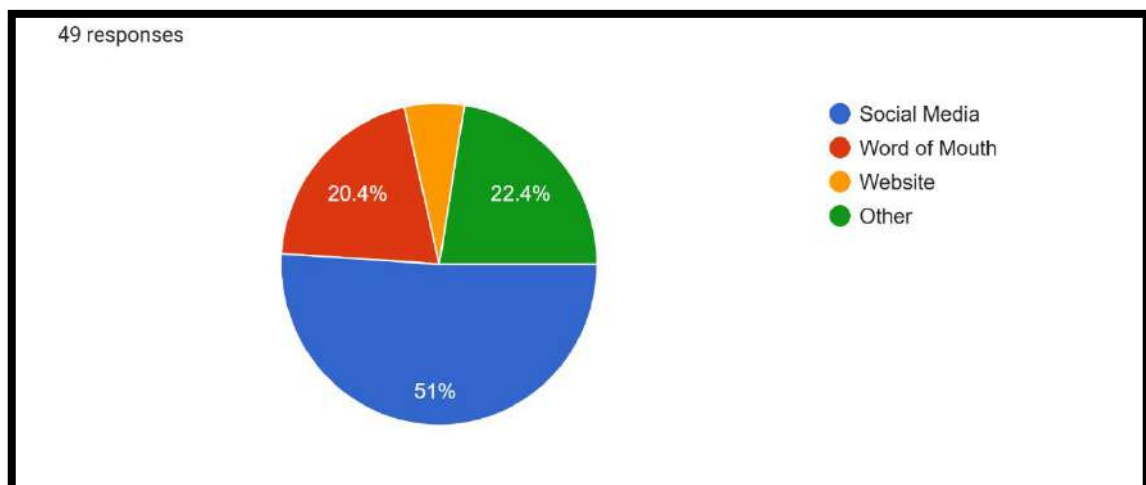
INTERPRETATION

The above table and chart show that there are 14 (28.6%) respondents who order occasionally, 19 (38.3%) respondents order rarely, 4 (8.2%) respondents order frequently, and 12 (24.5%) never ordered from MAMAEARTH.

5.5 CLASSIFICATION ON THE NO. OF RESPONDENTS KNOW CSR ACTIVITIES OF MAMAEARTH

TABLE 5.5

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
SOCIAL MEDIA	25	51%
WORD OF MOUTH	10	20.4%
WEBSITE	3	6.1%
OTHER	11	22.4%
TOTAL	49	100%



INTERPRETATION

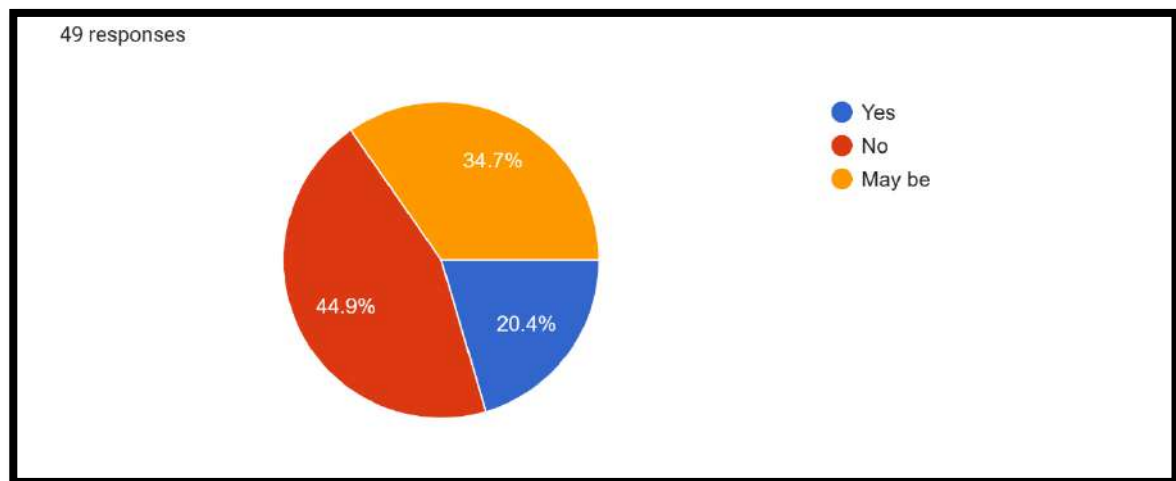
The above table and chart show that there are 25(51%) are know from social media, 10(20.4%) through word of mouth, 3(6.1%) from website, and remaining 11(22.4%) are known from other sources.

5.6 CLASSIFICATION ON THE NO. OF RESPONDENTS ARE AWARE OF ANY SPECIFIC CSR INITIATIVE UNDER TAKEN BY MAMAEARTH

Table 5.6

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
YES	10	20.4%
NO	22	44.4%
MAYBE	17	34.7%
TOTAL	49	100%

(Source: Primary data)



INTERPRETATION

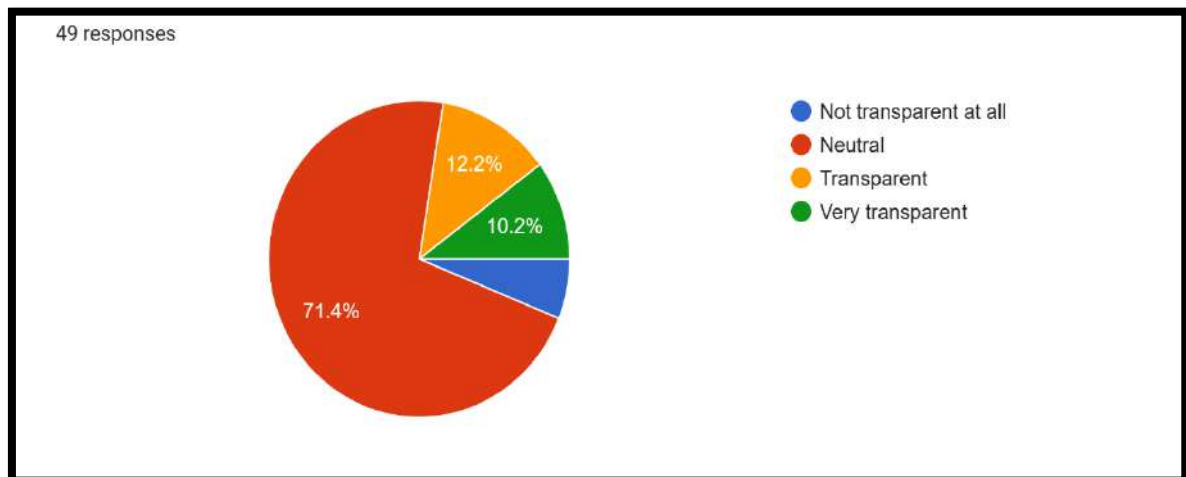
The above table and chart show that respondents are aware of any CSR initiatives taken by MAMAEARTH 10(20.4%) respondent said yes, 22(44.4%) respondent said NO, and 17 (34.7%) said maybe.

5.7 CLASSIFICATION ON THE NO. OF RESPONDENTS ARE THINK MAMAEARTH IS IN REPORTING ITS CSR ACTIVITIES TO THE PUBLIC.

Table 5.7

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
VERY TRANSPARENT	5	10.2%
TRANSPARENT	6	12.2%
NEUTRAL	35	71.4%
NOT TRANSPARENT AT ALL	3	6.1%

(Source: Primary data)

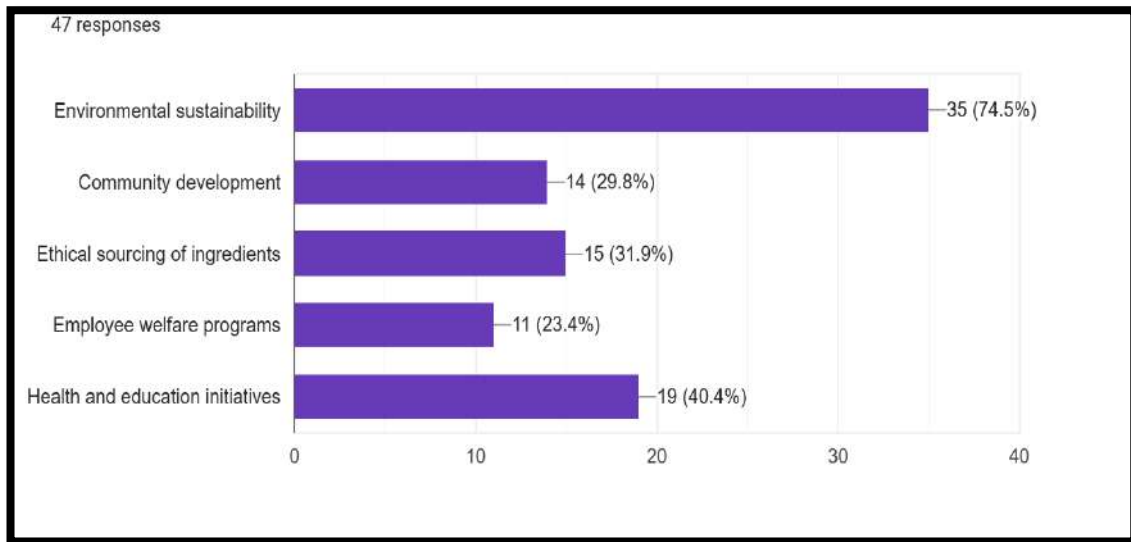


INTERPRETATION

The above table and chart show that respondents think MAMAEARTH is reporting their CSR activities to the public. 35(71.4%) respondents said neutral, 6(12.2%) respondents said transparent, 5(10.2%) very transparent and 3(6.1%) said not transparent at all.

5.8 CLASSIFICATION ON THE NO. OF RESPONDENTS ARE AWARE OF CSR INITIATIVES OF MAMAEARTH.

TABLE 5.8



INTERPRETATION

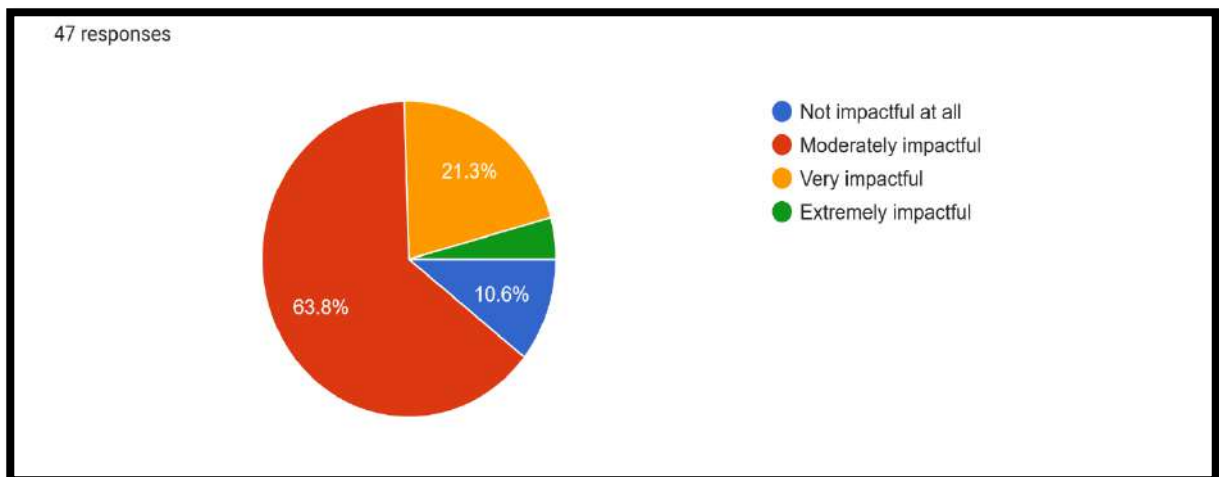
The above chart show that different respondents are aware of CSR initiatives of MAMAEARTH:-

- ENVIRONMENTAL SUSTAINABILITY-35(74.5%)
- COMMUNITY DEVELOPMENT-14(29.8)
- ETHICAL SOURCING OF INGREDIENTS-15(31.9%)
- EMPLOYEE WELFARE PROGRAMS-11(23.4%)
- HEALTH AND EDUCATION INITIATIVES-19(40.4%)

5.9 CLASSIFICATION ON THE NO. OF RESPONDENTS THINKS HOW IMPACTFUL ARE MAMAEARTH'S CSR INITIATIVES IN CONTRIBUTING TO SOCIAL AND ENVIRONMENTAL CAUSES.

TABLE 5.9

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
VERY IMPACTFUL	10	21.3%
EXTREMELY IMPACTFUL	2	4.3%
MODERATELY IMPACTFUL	30	63.8%
NOT IMPACTFUL AT ALL	5	10.6%
TOTAL	47	100%

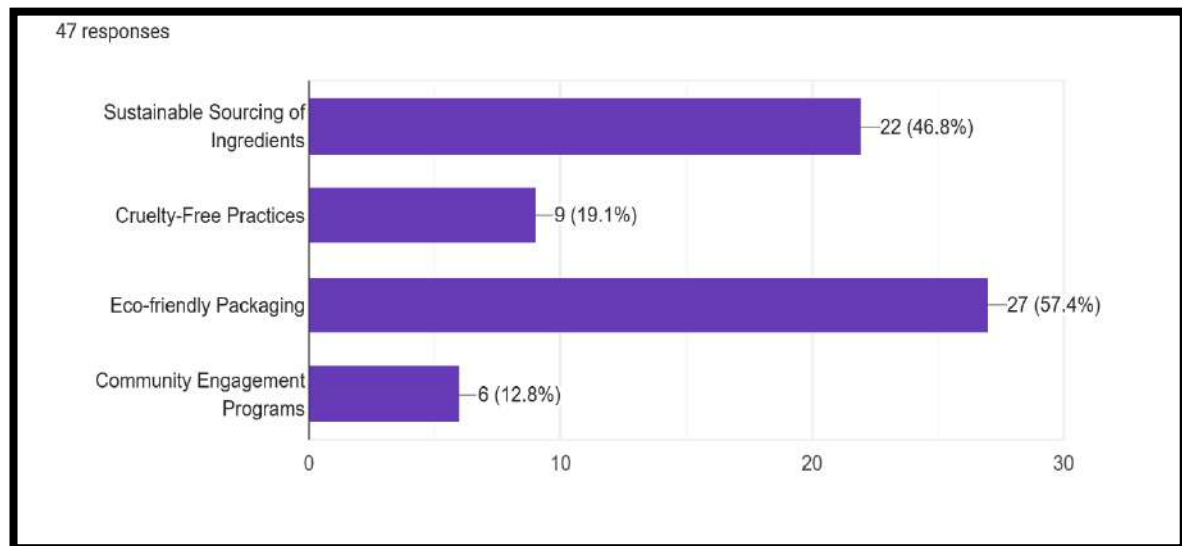


INTERPRETATION

The above table and chart show that respondents think how impactful are MAMAEARTH CSR initiatives in contributing to social and environmental causes, 10(21.3%) thinks its very impactful, 2(4.3%) thinks very impactful, 30(63.8%) thinks moderately impactful, and 5(10.6%) thinks its not impactful at all.

5.10 CLASSIFICATION ON THE NO. OF RESPONDENTS WHICH SPECIFIC MAMAEARTH CSR INITIATIVES CONTRIBUTE MOST TO SUSTAINABLE PRACTICE

TABLE 5.10



INTERPRETATION

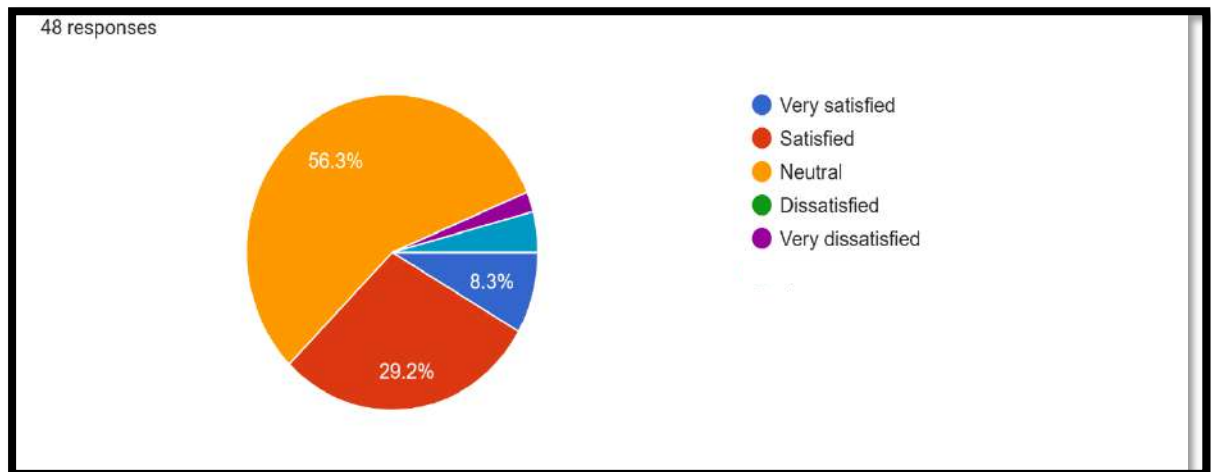
The above chart shows which specific MAMAEARTH CSR initiatives contribute most to sustainable practice:-

- SUSTAINABLE SOURCING OF INGREDIENTS-22(46.8%)
- CRUELTY-FREE PRACTICES-9(19.1%)
- ECO-FRIENDLY PACKAGING-27(57.4%)
- COMMUNITY ENGAGEMENT PROGRAMS-6(12.8%)

5.11 CLASSIFICATION ON THE NO. OF RESPONDENTS HOW SATISFIED THEY ARE WITH MAMAEARTH AS A COSMETIC BRAND, CONSIDERING ITS CSR PRACTICE

TABLE 5.11

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
VERY SATISFIED	4	8.3%
SATISFIED	14	29.2%
NEUTRAL	29	60.4%
DISSATISFIED	0	0%
VERY DISSATISFIED	1	2.1%



INTERPRETATION

The above table and chart show that respondents think how respondents are satisfied with MAMAEARTH as a cosmetic brand considering its CSR practice, 4(8.3%) think it's very satisfied, 14(29.2%) think it's satisfied, 29(60.4%) think it's neutral, and 1(2.1%) think it's very dissatisfied at all and 0 respondent thinks it dissatisfied.

HYPOTHESIS TESTING

- **Null Hypothesis** :- Mamaearth foundation is fostering sustainable practices in both developed and developing countries, to encourage healthy people on a healthy planet.
- **Alternate Hypothesis** :- Mamaearth foundation is not fostering sustainable practices in both developed and developing countries, to encourage healthy people on a healthy planet.
- Mamaearth foundation is fostering sustainable practices in both developed and developing countries, to encourage healthy people on a healthy planet. Null hypothesis is satisfying this testing, while alternate hypothesis is not satisfying this testing.

CHAPTER-6

FINDINGS

FINDINGS

- Customers are more aware and familiar with CSR practices provided by MAMAEARTH
- It is found from the study that age group 18-25 are well known about the CSR practice as compared to other age group.
- From customer point of view that environmental sustainability is well known CSR initiatives of MAMAEARTH.
- It is found from the study that most of the customer are satisfied with the MAMAEARTH as a cosmetic brand, considering it's CSR practices.
- Fewer customers don't know about CSR practices done by MAMAEARTH
- It is found from the study that MAMAEARTH provides Eco-friendly packaging which contributes most to sustainable practices
- It is found that customers says it's moderately impactful in contributing to social and environmental causes
- In the study there are so many people who never ordered from MAMAEARTH but still know about its CSR activities.

CHAPTER-7
SUGGESTIONS

SUGGESTIONS

- To increase awareness about CSR practices of MAMAEARTH, they should advertise and conduct special awareness program to make people understand what is CSR practices.
- In order to increase the knowledge about CSR practices of MAMAEARTH, they can conduct more promotion techniques.
- To ensure customers loyalty MAMAEARTH can provide better facility according to the needs and convenience of customer and society.
- It has been observed that even the customer who know about CSR practices still not contributing due to misconceptions and lack of information. These customers should be targeted by the company and clear there misconceptions.
- MAMAEARTH should conduct survey to know is people aware about there initiatives or not.
- It is seen that most of customer are hesitating to trust MAMAEARTH.
- The best way to make customer aware about the CSR Initiatives of MAMAEARTH by starting campaign, social awareness etc.

CHAPTER-8

CONCLUSION

CONCLUSION

The research paper is based on primary data. In this research paper, main emphasis has been made toward concept of CSR practices done by cosmetic brand MAMAEARTH. Green cosmetics are frequently used to reduce the negative environmental effects of chemical production and consumption. They're becoming more well-known. By promoting natural and organic components that are replacing toxic compounds across the supply chain, the cosmetics industry has been able to change customer expectations for skincare products free of chemicals. The Indian company Mamaearth places a high priority on health, wellness, and fitness. The majority of baby products sold in this country do not follow safety regulations. After analyzing the company's CSR policies, the study concluded that the company is strengthening its position in the Indian market and that its digital marketing strategies are being successfully implemented. Mamaearth must expand its retail business, bring on more franchisees, and collaborate with local businesses if it is to live up to international standards. The company has made many CSR initiatives to improve community living conditions, such as establishing rural development programs, conducting educational programs, creating jobs, and building infrastructure. By considering the needs of people, the environment, and the business, the organization hopes to have a sustainable impact on decisions and actions in these areas.

CHAPTER-9

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CHAPTER-10

QUESTIONNAIRE

QUESTIONNAIRE

PROFILE FORM:

NAME:

AGE:

GENDER:

1. Are you aware that Mamaearth provides **corporate social responsibility**(CSR)

- a) YES
- b) NO

2. How frequently do you order from Mamaearth

- a) Frequently
- b) Occasionally
- c) Rarely
- d) Never

3. How did you learn about Mamaearth CSR activities

- a) Social Media
- b) Word of Mouth
- c) Website
- d) Other

4. Are you aware of any specific CSR initiative undertaken by Mamaearth

- a) Yes
- b) No
- c) May be

5. How transparent do you think Mamaearth is in reporting its CSR activities to the public

- a) Not transparent at all
- b) Neutral
- c) Transparent
- d) Very transparent

6. Which of the following CSR initiatives of Mamaearth are you aware of? (Select all that apply)

- a) Environmental sustainability
- b) Community development
- c) Ethical sourcing of ingredients
- d) Employee welfare programs
- e) Health and education initiatives

7. In your opinion, how impactful are Mamaearth's CSR initiatives in contributing to social and environmental causes?

- a)Not impactful at all
- b)Moderately impactful
- c)Very impactful
- d)Extremely impactful

8. In your opinion, which specific Mamaearth CSR initiative contributes most to sustainable practices?

- a)Sustainable Sourcing of Ingredients
- b)Cruelty-Free Practices
- c)Eco-friendly Packaging
- d)Community Engagement Programs

9. How satisfied are you with Mamaearth as a cosmetic brand, considering its CSR practices?

- a)Very satisfied
- b)Satisfied
- c)Neutral
- d)Dissatisfied
- e)Very dissatisfied