

Whether Corporate Social Responsibility can Vaccinate the Death Rate

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ABSTRACT

India is now too young and witnessing the demographic dividend scenario. As per the latest studies, India may surpass China in population and will become most overcrowded nation in the ecosphere by 2027 [1]. The studies in this line of thought, revealing that roughly 273 million people will be supplemented to the population bucket before 2050. Thus, the later part of the century will record India as a country with largest human capital in the universe. On the other hand, United Nations predicted a drastic increase in the death rate in India from 2020 onwards to reach just under 14 by 2100. The study evaluates how CSR can be a solution at this strange outbreak and can act as a remedial measure by bridging the reasons for deaths.

Keywords:

Corporate Social Responsibility, death rate, demographic dividend, human development index,

1. Introduction

Death is the eternal, [permanent](#) cessation of [awareness](#) and all [biological roles](#) that withstand a living [creature](#). All studies related to pharmaceutical sciences are mainly with a common objective to overcome or speed break the death scenario. In the 21st century, when human being succeeded in making solutions for face transplants, water as fuel, creation of human organs, rex tissues, robotic body parts, evidence of water in mars, detection of gravitational waves etc failing to find a mechanism to stop the death. India is passing through a very crucial situation both economically and socially. India is in a race to become a developed country and its pace to near the target is quiet promising. All projections and statistics are endorsing this fact and favoring India to become a superpower in the near future. At the same time India presently facing social issues like poverty, gender discrimination, hanger, jobless populace, corruption etc. The main reasons for these issues are because of the quick mounting population. The country is not growing faster to manage the scenario and ensure standard living conditions to all.

World is getting old

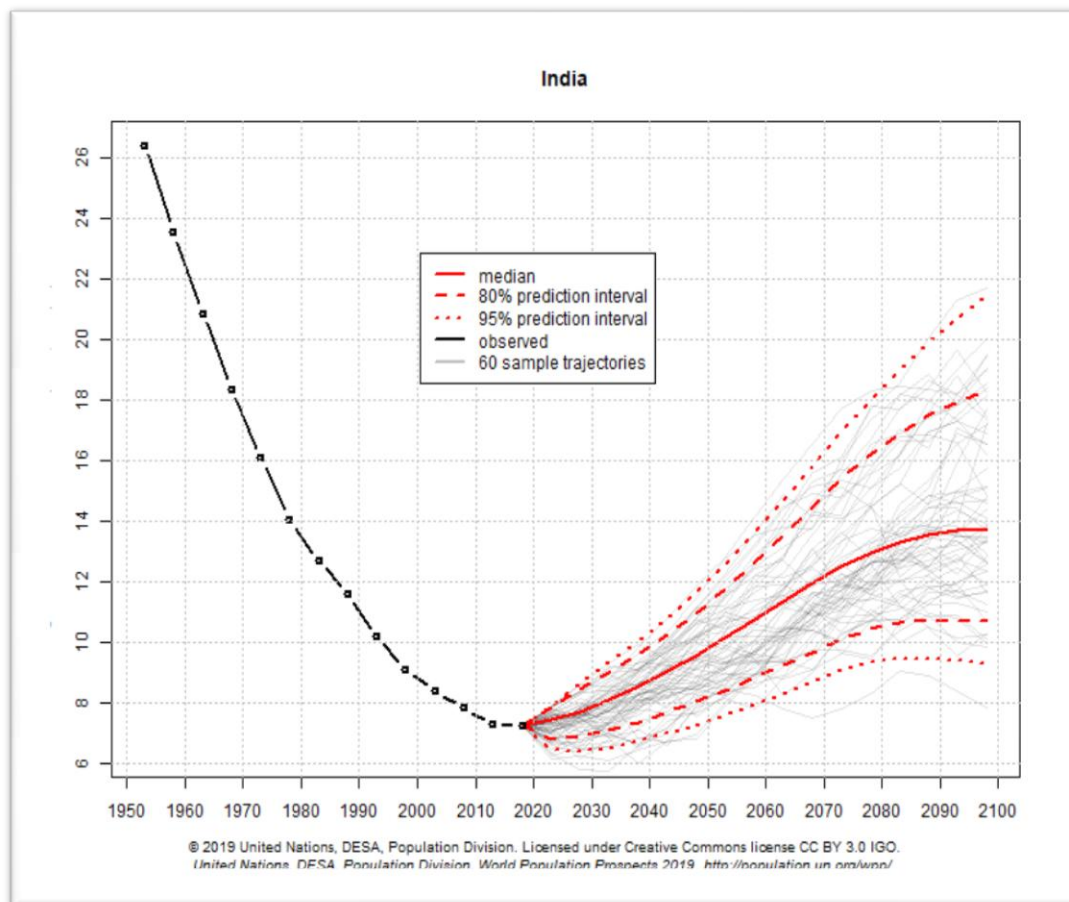
Further, according to 'The World Population Prospects 2019' report by the populace department of the UN mainly on monetary and communal concerns, reveals that World's populace will add approximately two billion individuals in the subsequent 30 years. The report further discloses that out of the projected growth in global community 50 per cent will be contributed by nine countries lead by India and trailed by Nigeria, Pakistan, Ethiopia, Tanzania, Indonesia, Egypt, Democratic Republic of the Congo, and the US. By 2050, World will become in its middle age, and out of six persons in the biosphere will be above the age of 65 (16 per cent). The situation at present is only one in 11 (9 per cent). There will be steady growth and anticipating that the people with age 80 years or above will reach from 143 million in 2019 to 426 million in 2050.

If India can manage and improve the social status of the people and can support them in getting the job to become a part of the economy, this demographic dividend [2] will change the face of India and improve its pace in the race to grow as a developed country. In the yearly HDI 2019 study results, released on December 9, 2019, out of 189 countries India ranked 129th position. At the same time out of a global population of 1.3 billion, India hosts 364 million underprivileged individuals (28 per cent). According to the studies, Asia and the Pacific holds 661 million poor

people out of which India holds more than 41%. Reducing mortality, growing life expectancy, and upgraded the health of populaces are vital goals confined in the 2030 Agenda for Sustainable Development and its 17 sustainable expansion Goals.

UN forecast on death rate in India

United Nations populace division is forecasting a drastic increase in the death rate in India from 2020 onwards to reach just under 14 by 2100. At present, the Indian death rate is close to 7.3. The predicted figure of 14 is too high, and remedial measures need to be carried out in a faced manner to reduce the effectiveness.



To study the context, it is essential to study and evaluate the death rate and the causes by which people die - along with assessing how diseases and injuries are becoming causes for death – the whole scenario will put together will provide an idea about the efficiency of a country's health system. The study will also provide remedial measures to incorporate modification in the design to make it robust and effective. Cause-of-death statistics will enable health authorities to forecast and regulate the attention of their public health activities. High-income countries have a robust mechanism in place for gathering information and evaluate the causes of death. The system is not available in low- and middle-income countries and their study and research on specific causes lead to deaths seem inaccurate because of the insufficient data. It is imperative and essential to implement modern techniques to gather data in precise for improving health and minimizing preventable deaths in these countries. The leading cause of early and untimed death is mainly due to cardiovascular illness, a lifestyle sickness. This is tailed by respiratory issues, diarrheal diseases, perinatal conditions, respiratory contagions, tuberculosis and cancer.

Historical statistics on the death rate in India

The historical data on the death rate in India is showing that the same was around 28.16 during 1950 and it is improved drastically year by year and in 2020 reached 7.30. The situation is progressed because of the improvement and discovery of modern medicines and techniques, free medical facilities to all category of people and primary vaccination to the new-born, improved awareness among the public and the advantage of demographic dividend.

India - Historical Death Rate Data		
Year	Death Rate	Growth Rate
2020	7.309	0.49%
2010	7.589	-1.40%
2000	8.804	-1.60%
1990	11.007	-2.47%
1980	13.498	-2.00%
1970	17.454	-2.55%
1960	22.481	-2.32%
1950	28.161	-2.28%

Source : WHO Report

The countries with death rate more than India as on 2020 in Ukraine (15.19), Lesotho (13.96), Georgia (12.78), Nigeria (11.57), Cameroon (9.02), Myanmar (8.28) and Angola (7.97). But from this healthy ratio, UN projection cautions that the death will be increasing and will reach near 10 by 2050 and under 14 by 2100. If we start defending ourselves, keeping an eye on the predictions by way of implementing strategies to overcome the principal causes which lead to death, we can forecast much-desired results.

Reasons for the high death rate

There are a lot of reasons which can increase the death rate in a country. Natural calamities, the sudden epidemic will always be unpredictable. The study has given prominence to the most common and general aspects, which may lead to an increase in the death rate. The reasons which may lead to the high death rate are

1. End of demographic dividend scenario – Senior citizens increases rapidly

The table is giving a clear idea about the ageing pattern in India for the next 80 years. It is evident that several senior citizens are showing a steady increase and the country is slowing getting age [3], and in 2100, the median age will be close to 50 with almost 27% people with more than 65 years. This scenario will influence the death rate pattern and remedial measures to this effect is unalterable. This could be one of the reasons for the high death rate, and we can't stop this realistic scenario. If we monitor closely, there is a hasty decline in the population in other age buckets also — the above prediction by WHO even in line with the forecast of UN.

Population	1950	1970	1990	2000	2005	2010	2015	2020	2030	2050	2075	2100
Total population (in thousands)	376325	555190	873278	1056576	1147610	1234281	1310152	1380004	1503642	1639176	1607269	1447026
Median age (years)	21.3	19.3	21.1	22.7	23.8	25.1	26.8	28.4	31.7	38.1	43.5	46.7
Population under age 15 (thousands)	141086	227148	331546	366905	375720	380285	372623	361018	345630	302536	251967	210183
Population aged 15-24 (thousands)	72869	103579	166459	205390	224129	234647	242350	248550	241416	222462	183090	150516
Population aged 25-64 (thousands)	150558	206117	342050	438156	493388	556629	621619	679716	787719	888751	819066	699587
Population aged above 65 (thousands)	11812	18346	33223	46125	54373	621619	73560	90720	128877	225428	353146	386739
Percentage of population under age 15	37.5	40.9	38	34.7	32.7	30.8	28.4	26.2	23	18.5	15.7	14.5
Percentage of population aged 15-24	19.4	18.7	19.1	19.4	16.5	19	18.5	18	16.1	13.6	11.4	10.4
Percentage of population aged 65 +	3.1	3.3	3.8	4.4	4.7	5.1	5.6	6.6	8.6	13.8	22	26.7

2. Lack of hospitals and latest medicines






In India the hospitalization and latest medicines are still away from the poor segment living the rural places. Along with the Government, the corporates also can play a big role in channelizing their CSR spending to ensure that minimal medical care and medicines are reachable to all.

3. Research and development.

All countries are spending heavily on finding new medicines and equipment's to give maximum life span to its populace. Corporate can also take part in this mission by spending their CSR budget to construct research foundations, facilitating the present research houses etc.

4. Major death causes in India and neighbouring countries

A comparative study on the major causes [4] which leads to death in India and its neighbouring countries are mentioned in the table.

Cause of Death	7,405,122,224  WLD		1,281,935,911  IND		1,379,302,771  CHN		204,924,861  PAK		22,409,381  LKA	
	Rnk	Deaths	Rnk	Deaths	Rnk	Deaths	Rnk	Deaths	Rnk	Deaths
Coronary Heart Disease	1	9,405,008	1	1,608,651	2	1,927,803	1	251,220	1	28,777
Stroke	2	5,765,313	3	706,198	1	2,017,996	2	117,364	2	12,572
Lung Disease	3	3,032,444	2	819,570	3	895,355	7	55,521	7	5,271
Influenza and Pneumonia	4	2,947,050	4	616,531	12	177,268	4	84,788	9	4,864
Alzheimers/ Dementia	5	1,976,848	16	140,852	5	563,472	17	17,248	4	7,907

Lung Cancers	6	1,696,334	22	89,288	4	637,736	31	6,885	18	1,350
Diabetes Mellitus	7	1,582,816	7	308,985	13	167,267	8	44,666	3	12,399
Road Traffic Accidents	8	1,399,255	9	299,091	8	284,986	11	30,046	10	3,590
Diarrhoeal diseases	9	1,382,508	6	409,652	51	9,541	5	64,322	26	662
Tuberculosis	10	1,292,603	5	421,437	22	50,409	9	43,992	20	1,247

In India, major death causes are related to heart, and a specific action plan to improve the strength of the heart can reduce the death rate at a large extend. Apart from the traditional methods /techniques to improve the heart strength, the World now giving priority and accepted 'happiness' as the NexGen medicine to prevent heart deceases and thereby reduce deaths. Here we can interfere and can work to improve our medical strength and can plan strategies to improve the happiness level of the people. Love, peace and happiness are not mechanically originating in the heart. We may generalize that all positive human emotions are related to someone's satisfaction and the degree of comfortless with which he/she is living.

2. Review of literature

In 2008[5], researchers monitored a set of people with different age group assumed to have coronary artery disease. The participants were scanned on a fixed time interval to study the variability in the heart rate. The contestants who evaluated themselves as cheeriest on the day their temperaments were verified and found a improved outline of heart rate. There is a one-to-one correlation between happiness and the way heart functions.

In 2010[6], researchers monitored a larger sample of the audience and studied their antagonism and stress during their working hours. Observers evaluated on a measure of one to five for the range to which the group showed optimistic feelings like cheerfulness, contentment, passion, enthusiasm, and satisfaction. After ten years, the investigators patterned in with the members to understand their medical fitness and living conditions. The study revealed that the coronary heart disease has not developed in the people lived happily. The study results explains that every one-point rise in cheerful spirits experienced, their heart sickness reduced by 22%.

In 2008[7] research on women with breast cancer reveals that they were leading a stressful and displeased life before they got analyzed the decease signifying that cheerfulness and sanguinity may be defensive against the illness.

In 2010[8] a study on heart rate and fluctuating heart frequency inconsistency, blood gravity, and stages of individually practiced anxiety were found in 65 scholars before and after acquaintance to speculative pressure in an environmentally correct background. As the participants started developing optimistic characteristic their chance to get cardiovascular difficulties reduced drastically. Those who were having the issues got significant recovery.

In 2011[9] study reveals that joyful and satisfied persons were 35 per cent less likely to die than their unhappier counterparts. The research trailed almost 7,000 people for closely thirty years. During the said research, individuals who were leading a happy life have got seldom chances to die.

What is happiness?

According to Chandogya Upanishad, reality is allied to science, science is related to education,

education is reliant on admiration, admiration associated with concentration, which, in turn, correlated on happiness. According to Bhagavat Gita, the impression of happiness as a feeling of mind, independent of desire or discomfort (sukh and dukh). The Gita describes pleasure into three types - Satvik happiness attained through meditation, Rajasik and Tamasik pleasure derived out of victories and laziness, respectively.

Whether Indians are happy? The world happiness report 2020

The global happiness index is a milestone study to rank the participant 156 countries according to the happiness of their populace. The ranking will be done using balloting (Gallup World Poll), consider six variables: GDP, communal sustenance, healthy life span, liberty, kindness, and absenteeism of exploitation. Recently, World Happiness Report 2020 was published by the United Nations on its yearly universal day of happiness which is commemorated globally every year on 20th March. **India ranked at 140 last year dropped to 144.** Nepal is graded 92, Pakistan is at 66, Bangladesh at 107 and Sri Lanka at 130. This is altogether a shallow position and needs urgent intervention on improving the rankings.

Key highlights:

- **Top Performance-** Consecutively for the third time in row, Finland ranked World's Happiest Country. Finland's inhabitants relish a supreme value of lifecycle, sanctuary and community facilities with a low level of disparity and scarcity than OECD countries.
- **Worst Performers-** Zimbabwe, South Sudan and Afghanistan, classed as the World's tiniest pleased countries as they are flawed by ferocious conflicts and life-threatening poverty.
- **India's performance-** India figures at **140th place (133rd place a year ago)**. It positions beneath than its neighbours. Pakistan is graded on 67th, Bangladesh and China are ranked at 125th& 93rd position consecutively
- In 2011, Bhutan came out with a novel concept of 'World Happiness Day' which ensures cheerfulness as a dimension of welfare.

World happiness index – Ranking of SAARC nations

Geographic scope: Southern Asia

SAARC	World Happiness Report - Year Wise Ranking				
Country	2020	2019	2018	2017	2016
Afghanistan	153	154	145	141	154
Bangladesh	107	125	115	110	110
Bhutan	NA	95	97	97	84
India	144	140	133	122	108
Mali	114	128	118	127	118
Nepal	92	100	101	99	107
Pakistan	66	67	75	96	92
Srilanka	130	130	116	120	117

Indian ranking is constantly declining every year.

How India Can be happy?

After the "Era of darkness" when the British left India after deep exploitation, India was struggling to withstand, and even now the position is not improved the way it was forecasted. The country will be happy if the people living in the country are comfortable and leading a quality of life[10]. The living conditions to be improved, social inequalities to be addressed, the workable population should get a job and become part of the economy, improved medical facilities, infrastructure, etc. India is now having a population strength of 340 million people with poverty ration above 70%. Today one-third of our population is uneducated, two-thirds the population are a lake of access to an appropriate sanitation facility, and 400 million people still earn just US\$2 a day. The social issues liken poverty, literacy, Inflation, corruption, unemployment, gender discrimination, lack of infrastructure, etc., had backfired the economy at a large scale.

There is a broader recognition both within the government [10] and across the industry that India needs inclusive growth to reduce poverty and other socio-economic disparities. Consecutive governments have introduced projects to promote inclusive growth; however, in a heavy populated, big nation like India with diversified culture and beliefs, corporate sector participation is vital for affecting a broader and more profound impact. There is an urgent requirement from both the public sector undertaking and secluded segments in the nation to have approaches that complement each other and enable the process of cooperation and innovation to promote new ways of helping inclusive growth. The government should work at the macroeconomic level to ensure a milieu that nurtures secluded sector contribution deprived of leading to falsifications like dominations or wealth accumulated in limited hands. At the micro-level, tumbling revenue and non-income connected inequity, cultivating community substructure, healthcare, tutoring, entree to marketplaces, responsibility, women's enablement, recognizing the character played by public society establishments and respectable ascendancy. These initiatives could make it possible to integrate rural and urban India in terms of monetary opportunities and excellence of life, along with sustaining high growth rates

Corporate Social Responsibility – Way to make India HAPPY

Generally quoted description of CSR in the commercial and communal background is done by the European Union (EU). It defines CSR as "the idea [11] that an enterprise is accountable for its impact on all relevant stakeholders. It is the continuing obligation by business to behave impartially and sensibly and contribute to economic growth while enlightening the eminence of life of the workforce and their families as well as of the local civic and society at large". The idea was there in existence from the Vedic period and got the prominence during 1970-80. Slowly the concept has grown and reached up a certain extent where government recognised it as a supporting tool to their efforts for the national development. As per the act, According to this Act, every firm secluded or public, which eighter has a networth of Rs.500Cr or a turn over of Rs.1000Cr or net revenue of Rs.5 Cr, should contibute at least 2% of its average net return for the immediately preceding monetary years on commercial and community schemes. As soon as we are bridging the social imbalance and ensuring inclusive growth, the country will be developed, and the people will be happy.

CSR spending in India

For the study purpose, the CSR spend among NSE listed companies are taken into consideration and the statistics is provided in the table.

(Amount in crores)

Data fields	2018-19	2017-18	2016-17	2015-16	2014-15
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Average net profit of last five years	600393	522681	482670	460055	418639
The amount required to spent	12018	10432	9740	9271	8393
Final actual amount spent	11960.55	10030.35	9034.51	8430.66	6556.50
Amount unspent	1343	1749	1575	1962	2553
CSR spent as a % of net profit	1.99	1.95	1.89	1.85	1.57
Average amount spent per company	10.57	9.38	9.02	9.05	7.45

Source: NSE Infobase prime data group.

It indicates for the last five years; approximately Rs.60000Cr amount spend for CSR activities as per the schedule VII of the CSR act. Now the initial hiccups are over, and the companies have well received the idea. The amount involved is increasing year on year, and the companies are showing interest to initiate CSR projects. The companies that are into real CSR are getting a better brand image, loyalty towards the brand resulting in improved profitability. If this tempo is maintained and the reporting /monitoring mechanism is strengthened by the Government CSR definitely will be a solution for bridging the social issues. It will accelerate the journey of the country to become developed and become happy.

3. Conclusion

If a country has to grow, the populace of the country should be happy, stress-free and lead a comfortable life. The importance is for the inclusive growth rather than growth in some segment. Inclusive growth can be possible if the government, public and private sector complement each other in the development aspects of the country. The scope and strength of CSR are unimaginable. If the tool is used in a planned way, it can make significant changes in society. Thus in improving the happiness index, CSR can play a vital role. Taking into consideration of the UN prediction, the government may direct the corporates falling under the CSR provisions to spend more on improving the medical facilities and to ensure inclusive growth. As evident by previous studies, a happy country will definitely with a low death rate. Thus with practical and robust CSR mechanism, the country will surpass the dangerous scenario.

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Conflict of Interest

The authors affirm that they have no skirmish of interests in this manuscript. This manuscript has not been submitted to, nor is under review in another journal/conference or other publishers.

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