Chapter 7

Strengthening Human Rights via Distributive Health Justice and Rurality:
Viewing Legal Issues Through Lens of Corporate Social Responsibility

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ABSTRACT

The elimination of health disparities is the goal of health justice which is especially important for those who live in rural areas. The ensuring of fair access to medical services in rural areas requires providing healthcare for the populace living in these places. The rural areas frequently experience particular issues such as a lack of healthcare experts a restricted healthcare infrastructure and trouble receiving specialist care. Upholding human rights is a business entity's role and a crucial part of their corporate social responsibility. Corporate social responsibility, business and human rights concerns have different legal aspects and contents. The methodical

approach to putting these ideas into practice is still the same. The chapter looks at how society views the link between these two domains and whether or not voluntary corporate social responsibility programs include human rights. In order to improve healthcare infrastructure, it focuses on creating and bolstering district hospitals, community health clinics and primary health centres.

INTRODUCTION

Healthcare delivery is still a major concern in India, a country known for its diverse population and rich cultural fabric especially in the country's rural hinterlands. India's healthcare system is influenced not only by the nation's distinct political, economic and cultural features but also by the size of its rural communities which make up a sizable share of the country's total population (Marmot, 2007). The term "Rurality" is more than just a geographical term; it encompasses the deep inequalities, difficulties, and distinctive dynamics that support healthcare access, equity, and justice in rural India (Commission on Social Determinants of Health, 2008). Every compassionate and forward-thinking society must be built around the idea of distributive health justice, which is the moral and ethical obligation to guarantee that each and every person has access to quality medical treatment (Singh & Kaunert, 2024). The concept of distributive health justice takes on particular significance in the large and intricate landscape of India's healthcare system since it represents the goal of achieving justice, equity, and well-being for all people, irrespective of their socioeconomic background or place of residence (WHO Commission on Social Determinants of Health, & World Health Organization. 2008).

The use of technology to conduct medical consultations remotely, or telemedicine, has been extremely helpful in facilitating the connection between rural populations and healthcare providers (Peter & Evans, 2001). So, provide primary care services in rural places with mobile healthcare units that are outfitted with necessary medical equipment. The gap between the community and healthcare facilities can be closed by hiring and training community health workers who are aware of the requirements and culture of the area (Wagstaff et al., 2007). A comprehensive strategy to provide high-quality healthcare for rural communities must include strengthening the infrastructure for rural healthcare, encouraging collaboration, raising health education and awareness, and enhancing transportation alternatives. In order to reduce healthcare inequities in rural areas and provide equitable access to medical treatments, various legislative provisions have been implemented in India Corporate social responsibility (CSR) enables companies not only to contribute to society but also to cultivate a positive image among their diverse stakeholders. The enactment of the Companies' Act 2013 has accentuated the significance of CSR, emphasizing

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