

# Anchal Jain

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**Major Research Project Report**  
on  
**A STUDY ON THE CORPORATE SOCIAL  
RESPONSIBILITY SPENDING OF  
TOP 15 PROFITABLE INDIAN COMPANIES**

**Submitted by:**

**ANCHAL JAIN**

**ENROLMENT NO.: 2K23/UMBA/014**

**Under the guidance of:**

**Mr. Manobhav Verma**

**Assistant Professor**



**DELHI SCHOOL OF MANAGEMENT**

**DELHI TECHNOLOGICAL UNIVERSITY**

**BAWANA ROAD DELHI-110042**

**MAY 2025**

## CERTIFICATE

This is to certify that the Major Research Project titled "**A study on Corporate Social Responsibility of top 15 companies**" is a bonafide work carried out by **Anchal Jain**, a student of MBA (general), 4<sup>th</sup> semester, roll no **2k23/UMBA/014** under the supervision and guidance of **Mr. Manobhav Verma**, in partial fulfilment of the requirements for the award of the degree of **MBA**.

This work is original and has not been submitted to any other university or institution for the award of any degree or diploma.



Supervisor's Name

Mr. Manobhav Verma

## DECLARATION

I hereby declare that the Major Research Project titled “A study on Corporate Social Responsibility of top 15 companies” is the result of my own work and has been submitted in partial fulfilment of the requirements for the degree in “Master of Business Administration” under the supervision and guidance of Mr. Manobhav Verma.

I also declare that this research work is original and has not been previously submitted for the award of any other diploma, degree or elsewhere in any form.

All sources of information used in the preparation of this project have been duly acknowledged in the references section.

**Anchal Jain**

**2k23/UMBA/014**

## ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who helped me in successfully completing this Major Research Project titled **“A study on Corporate Social Responsibility of top 15 companies”**.

First and foremost, I extend my heartfelt thanks to **Mr. Manobhav Verma**, my esteemed guide, for their valuable guidance, constant encouragement, and constructive feedback throughout the course of this research work. I would also like to thank the faculty and staff of DSM, DTU for providing the necessary resources and academic environment to carry out this project. My sincere thanks also go to all the respondents who took the time to participate in the survey. Their honest and thoughtful responses played a crucial role in the success of this research.

Lastly, I am grateful to my family and friends for their unwavering support, motivation, and belief in me.

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## INTRODUCTION

Across the globe, there is an increasing awareness regarding the influence businesses have on the environment and society. Today, financial gains alone do not define a company's success—social contributions are equally important. The real measure of sustainable economic development now includes evaluating how business operations affect the environment, society, and governance.

CSR Asia defines Corporate Social Responsibility (CSR) as a company's commitment to conduct its operations in a manner that is economically viable, socially responsible, and environmentally sustainable, while taking into account the interests of its diverse stakeholders.

The World Business Council for Sustainable Development defines CSR as “the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large.”

CSR ensures that businesses engage in sustainable practices that create positive outcomes for consumers, employees, communities, the general public, and the environment. It serves as a voluntary yet structured approach where companies align their operations with legal frameworks, ethical practices, and global standards. It involves respecting laws, moral values, communities, and nature. The Indian government also encourages companies to embed CSR into their mission, vision, and strategic planning. These initiatives aim at holistic societal development, including rural progress, health, sanitation, education, and promotion of sports.

In India, CSR has evolved from being a mere concept to becoming a statutory obligation under the Companies Act, 2013. This legislation mandates that companies adopt CSR to foster social betterment and environmental sustainability. This project report explores the meaning of CSR, related regulations in India, its advantages, and the present CSR practices among the top 20 listed Indian companies.

## OBJECTIVES OF THE STUDY

- **To analyse the CSR initiatives of leading Indian companies:**

This study seeks to examine and gain insights into the various Corporate Social Responsibility (CSR) activities carried out by selected top-performing companies in India, with a focus on how these efforts align with key national priorities such as education, healthcare, environmental sustainability, and rural development.

- **To assess compliance with statutory CSR spending requirements:**

An important objective of the study is to evaluate whether the selected companies are adhering to the mandatory CSR spending norms outlined in Section 135 of the Companies Act, 2013, which mandates eligible companies to allocate a minimum of 2% of their average net profits from the preceding three financial years towards CSR initiatives.

- **To compare CSR compliance between Public Sector Undertakings (PSUs) and Public Limited Companies:**

The study seeks to evaluate and contrast the level of CSR spending and adherence to legal provisions between PSUs and public limited companies among the selected firms, examining factors such as board oversight, policy formulation, and transparency in reporting.

- **To examine sector-wise allocation of CSR funds:**

Another objective is to analyse how CSR budgets are distributed across various sectors such as education, health, environment, and rural development by these companies, and to identify trends or shifts in sectoral priorities in recent years.

Together, these objectives form a comprehensive framework for evaluating the effectiveness, regulatory compliance, and overall impact of CSR practices among India's most profitable companies.

## CORPORATE SOCIAL RESPONSIBILITY

While there is no single, universally accepted definition of Corporate Social Responsibility (CSR), the concept has evolved significantly from its early roots in corporate philanthropy. Today, CSR represents a comprehensive framework that guides how businesses interact with society, the environment, and their stakeholders. What began as charitable donations and relief work has transformed into a strategic business imperative encompassing sustainability, ethical governance, and long-term value creation.

The Evolution of CSR –

Leading organizations worldwide have conceptualized CSR in ways that reflect its growing importance in modern business practices:

- **European Commission (EC):**

The European Commission defines Corporate Social Responsibility (CSR) as a company's accountability for its impact on society. It extends beyond basic legal compliance, emphasizing the proactive integration of social, environmental, ethical, and human rights concerns into core business operations and strategy. The focus is on engaging stakeholders to ensure that corporate growth supports broader societal advancement.

- **World Business Council for Sustainable Development (WBCSD):**

The WBCSD describes CSR as a company's long-term commitment to contributing to economic development while simultaneously enhancing the quality of life for its employees, their families, and the wider community. This perspective underlines the balance between achieving business profitability and promoting social well-being.

- **United Nations Industrial Development Organization (UNIDO):**

UNIDO presents CSR as a management approach in which businesses strive to balance economic, social, and environmental objectives. It clearly differentiates CSR from traditional philanthropy, emphasizing that while charitable activities are beneficial, CSR involves a more strategic and integrated approach to achieving sustainable development.

Key Dimensions of Modern CSR-

From these definitions, several critical aspects of CSR emerge:

- Strategic Integration: CSR is no longer an add-on activity but a core business function. Leading companies embed CSR into their operations, supply chains, and long-term planning.

- Stakeholder-Centric Approach: Beyond shareholders, CSR considers employees, customers, communities, and the environment. This shift reflects the understanding that long-term business success depends on healthy societies and ecosystems.
  - Beyond Philanthropy: While charitable giving remains important, true CSR involves systemic changes—sustainable sourcing, ethical labour practices, carbon footprint reduction, and transparent governance.
- The Business Case for CSR
- Forward-thinking companies recognize that CSR is not just about compliance or reputation management—it drives tangible business benefits:
- Risk Mitigation: Proactive CSR helps companies anticipate and address regulatory, environmental, and social risks.
  - Competitive Advantage: Consumers and investors increasingly prefer companies with strong sustainability credentials.
  - Employee Engagement: CSR initiatives boost morale, attract talent, and reduce turnover.
  - Long-Term Profitability: Sustainable practices often lead to operational efficiencies and new market opportunities.

### Conclusion-

The evolution of CSR from charity to strategic imperative reflects broader changes in how society views the role of business. Today's most successful companies understand that financial performance and social responsibility are not opposing goals—they are interconnected pillars of sustainable growth. As global challenges like climate change and inequality intensify, CSR will continue to shape how businesses create value for all stakeholders.

## CSR in India

Corporate Social Responsibility (CSR) is deeply rooted in India's business ethos, though its interpretation has evolved significantly over time. Traditionally viewed through a philanthropic lens, CSR was often reduced to how companies allocated profits after they were earned—a practice more about doing good than deliberating its impact. This approach, aligned with India's cultural values of trusteeship and community service, meant many early CSR activities went undocumented, despite their national significance. From establishing educational institutions to supporting India's freedom struggle, businesses saw social contribution as a natural extension of their existence.

For decades, corporate giants like the Tata Group, Birla Group, and Indian Oil Corporation led the way in community development through donations and charitable programs. The primary driver was enhancing goodwill and reputation, with CSR heavily influenced by cultural, religious, and familial values. Corporate philanthropy, as it was then known, focused on institution-building—funding schools, hospitals, and research centres—as a means of giving back.

However, the landscape is shifting. Indian companies are increasingly recognizing that CSR is not merely a discretionary expense but a strategic necessity. In today's competitive environment, CSR serves as a shield for reputation, a differentiator in the market, and a tool for long-term sustainability. While philanthropy still dominates, the focus has expanded from institutional support to community-centric projects, often aligned with business objectives.

Global influences and rising community expectations are further reshaping CSR in India. Companies are becoming more transparent, documenting their initiatives in annual reports, sustainability disclosures, and dedicated CSR publications. Though community development remains the cornerstone, CSR is growing more strategic—tying social impact to core business goals rather than operating as a standalone charitable endeavour. This transition reflects a maturing understanding that responsible business practices and profitability are not mutually exclusive but mutually reinforcing.

The journey from silent philanthropy to measured, strategic CSR marks a pivotal shift in India's corporate mindset—one that balances tradition with modern accountability.

## BENEFITS OF A CSR PROGRAM

Today's leading companies recognize CSR as a strategic investment rather than just an ethical obligation. Beyond doing good, CSR delivers tangible business benefits across multiple dimensions:

- **Reputation Capital-**

In an era of conscious consumerism, 66% of buyers prefer brands that stand for social purpose (Nielsen). Authentic CSR initiatives build trust and emotional connections that traditional marketing can't replicate.

- **Workforce Advantages-**

CSR transforms employees into brand ambassadors:

- 75% of millennials would take pay cuts to work for responsible employers (Cone Communications)
- Companies with strong CSR report 30% higher retention (Deloitte)

- **Future-Proofing Through Risk Mitigation-**

Proactive CSR helps navigate:

- Evolving ESG regulations
- Supply chain vulnerabilities
- Reputation crises through community goodwill

- **The Profitability Connection-**

Contrary to outdated beliefs, responsibility drives returns:

- Sustainable firms outperform by 4.8% annually (Oxford study)
- 88% of research shows ESG leaders enjoy lower capital costs (McKinsey)

- **Innovation Engine-**

CSR constraints spark breakthroughs:

- Patagonia's recycled materials now dominate 68% of products
- Tesla made sustainability aspirational

- **Competitive Differentiation-**

With Gen Z allocating 73% of spending to responsible brands (First Insight), CSR has become table stakes for market relevance. Companies like Unilever prove purpose-driven brands grow 50% faster.

### **The New Business Imperative-**

Forward-thinking organizations no longer treat CSR as peripheral - they've embedded it into their operational DNA. This strategic approach creates a virtuous cycle where social impact and business performance reinforce each other, proving that in today's economy, doing good is fundamentally good for business.

## CSR POLICY AS PER INDIAN COMPANIES ACT, 2013

India has taken a pioneering step globally by making Corporate Social Responsibility (CSR) a statutory requirement for certain companies under Section 135 of the Companies Act, 2013. This landmark legislation mandates qualifying companies to contribute meaningfully to social and environmental causes, thereby integrating responsible business practices into their core operations.

### Applicability

The CSR provisions apply to every company registered under the Act—including private, public, holding, subsidiary, foreign companies, and even Section 8 (non-profit) companies—that meets any one of the following financial thresholds in the preceding financial year:

- Net worth of ₹500 crore or more,
- Turnover of ₹1,000 crore or more, or
- Net profit of ₹5 crore or more.

### CSR Committee

Companies that fulfil the eligibility criteria must constitute a CSR Committee within their Board. The composition varies based on the nature of the company:

- Typically, at least three directors, including one independent director.
- For companies not required to appoint an independent director (such as certain private companies), the committee must include at least two directors.
- For foreign companies, the committee should consist of at least two individuals, one of whom must reside in India.  
Key functions of the CSR Committee include:
  - Formulating and recommending a CSR Policy to the Board,
  - Suggesting the amount to be allocated for CSR activities,
  - Monitoring the execution of the CSR Policy.

### CSR Policy and Expenditure

Acting on the CSR Committee's recommendations, the company's Board must:

- Approve the CSR Policy and ensure its disclosure in the Board's report and on the company's official website,
- Ensure that at least 2% of the average net profits of the preceding three financial years is spent on CSR initiatives,
- If the prescribed amount is not spent, provide a valid explanation in the Board's report and transfer any unspent amount to a designated government fund within six months after the end of the financial year.

### Permissible CSR Activities

CSR initiatives must align with activities specified in Schedule VII of the Companies Act. These include, but are not limited to:

- Eradication of hunger, poverty, and malnutrition,

- Promotion of healthcare and sanitation,
- Advancement of education and skill development,
- Promotion of gender equality and support for underprivileged groups,
- Environmental sustainability and ecological balance,
- Protection of national heritage, art, and culture,
- Contributions to government relief funds.

### **Implementation Mechanism**

Companies can execute CSR initiatives through:

- Direct implementation by the company itself,
- Registered trusts, societies, or Section 8 companies established by the company,
- Central or State Government-established entities,
- Collaborative projects with other companies, provided individual contributions are reported separately.

### **Monitoring and Reporting**

The Board is ultimately accountable for overseeing CSR activities and ensuring adherence to legal obligations. Companies must disclose:

- The CSR Policy,
- Composition of the CSR Committee,
- Details of CSR projects and expenditures annually,

These disclosures must be included in the Board's report and made available on the company's website.

### **Directives for CSR Compliance under the Companies Act, 2013**

The Companies Act, 2013, along with the Companies (CSR Policy) Rules, 2014, provides a comprehensive legal framework for Corporate Social Responsibility (CSR) compliance in India. These regulations are applicable to all companies—whether public, private, foreign, or Section 8 (non-profit)—that, during the preceding financial year, satisfy any of the following criteria:

- Net worth of ₹500 crore or more,
- Turnover of ₹1,000 crore or more,
- Net profit of ₹5 crore or more.

### **Key Compliance Requirements**

#### **1. Constitution of a CSR Committee**

- Companies meeting the prescribed thresholds must establish a CSR Committee. Generally, this should include at least three directors, with at least one being an independent director.
- Private companies are allowed to form the committee with just two directors, and they are not obligated to appoint an independent director.
- If the CSR obligation is less than ₹50 lakh in a financial year, the Board itself can assume the functions of the CSR Committee.

- The committee is responsible for:
  - Drafting and recommending the CSR Policy,
  - Proposing the annual CSR budget,
  - Monitoring the execution of CSR initiatives.

## 2. CSR Policy and Activities

- The CSR Policy should outline the company's proposed activities, which must be in line with those listed in Schedule VII of the Act.
- Eligible activities include, among others, eliminating hunger and poverty, promoting education and healthcare, advancing environmental sustainability, and supporting rural development.

## 3. CSR Spending

- Companies are required to spend at least 2% of their average net profits from the previous three financial years on CSR initiatives.
- If the full amount is not spent, the company must:
  - Provide an explanation in the Board's report, and
  - Transfer any unspent amount to a specified government fund within six months after the end of the financial year.

## 4. Implementation of CSR Initiatives

- CSR projects may be implemented:
  - Directly by the company, or
  - Through eligible implementing agencies such as Section 8 companies, registered trusts, or societies with a minimum of three years of relevant experience.
- These implementing agencies must be registered with the Registrar of Companies by submitting the designated form.

## 5. Monitoring and Reporting

- The Board holds ultimate responsibility for ensuring that CSR activities are effectively implemented and legally compliant.
- Companies must disclose:
  - a. Their CSR Policy,
  - b. CSR Committee composition, and
  - c. A detailed account of CSR initiatives and expenditure in the annual Board's report and on their official website.

## 6. Penalties for Non-Compliance

Failure to adhere to CSR provisions may attract monetary penalties:

- **For Companies:** A fine of up to ₹1 crore or twice the unspent CSR amount—whichever is lower.
  - **For Defaulting Officers:** A fine of up to ₹2 lakh or one-tenth of the unspent amount—whichever is lower.
- While non-compliance does not lead to criminal penalties (such as imprisonment), failure to spend or to report unspent amounts appropriately in the Board's report can result in significant financial consequences.

## LIMITATIONS

- The study relies on historical financial statements, which reflect past performance and may not capture recent developments or future prospects, limiting insights into the current or future impact of CSR initiatives.
- The accuracy and reliability of findings depend on the quality, completeness, and transparency of information disclosed in company annual reports and official records, which may sometimes contain inconsistencies or biases.
- Measuring the direct impact of CSR activities on a company's profitability is difficult, as many of the benefits are intangible or realized over the long term, making it hard to draw a definitive connection between CSR efforts and financial performance.
- Variations in reporting formats and the depth of CSR disclosures among companies pose challenges for consistent comparison and thorough analysis.
- External influences such as economic fluctuations, regulatory shifts, and market dynamics affect both corporate performance and the effectiveness of CSR initiatives, but these factors were outside the scope of this study to control or comprehensively address.

Despite these limitations, the study offers valuable insights into CSR practices, compliance, and sectoral focus among India's top companies.

## COMPANIES

- Tata Consultancy Services

As the flagship IT services provider of the Tata Group, Tata Consultancy Services (TCS) has established itself as a global leader in technology solutions. With its headquarters in Mumbai, TCS operates an extensive international network spanning 46 countries through 150+ locations. The company serves as the financial backbone of Tata Sons, generating nearly 80% of its dividend income while maintaining 51 subsidiaries across 55 nations as of 2023.

### **Global Footprint & Service Excellence-**

TCS delivers cutting-edge digital solutions from:

- 500+ offices worldwide
- Strategic Indian hubs in Mumbai, Bangalore, Chennai, Hyderabad
- Key international markets including North America, Europe, and APAC regions

The company specializes in consulting-led, AI-driven services across:

1. Enterprise IT solutions
2. Business process optimization
3. Cloud and infrastructure services
4. Engineering and quality assurance

### **Core Differentiators-**

- Technology Leadership - Combining innovation with practical business solutions
- Borderless Delivery - Award-winning Global Network Delivery Model
- Relationship-Centric Approach - Building multi-year transformational partnerships
- Human Capital Development - Industry-leading workforce nurturing programs
- Corporate Citizenship - Significant investments in community development

## CSR Activities done by TCS (2023-2024)-

S. No.	Name of the project	Particulars of the project
1.	Ignite My Future	More than 312,000 students and 6,000 educators developed computational thinking and 21st-century skills.  Additionally, over 118,000 students and 3,600 educators applied digital innovation skills.
2.	Literacy as a Service (Laas)	Over 20,000 adults gained literacy skills and access to government entitlements.
3.	BridgeIT	In FY 2024, there were 348 active entrepreneurs, impacting over 312,000 beneficiaries in rural India.
4.	Youth Employment Program (YEP)	23,000 marginalized youth acquired industry-ready skills.
5.	Tata Medical Center, Kolkata and Cancer Institute, Chennai	Over 173,000 new patient consultations.

Average net profit of the Company: ₹42,507 crore

Total CSR obligation for the financial year: ₹818 crore

Amount spent on CSR projects: ₹813 crore

- Infosys

Born in a Pune apartment in 1981, Infosys has grown into a global technology powerhouse headquartered in Bengaluru. This homegrown Indian multinational made history in 2021 by becoming only the fourth Indian company to cross the coveted \$100 billion market cap milestone. Today, it stands tall among India's Big Tech firms with:

### **Global Scale & Impact**

- 317,000+ professionals across 56 countries
- \$18.6 billion in annual revenue
- NYSE-listed since 1999 (NASDAQ pioneer among Indian IT firms)

### **Digital Transformation Leadership-**

Infosys helps enterprises future-proof their businesses through-

- AI-driven enterprise solutions
- Cloud-native transformation
- Agile digital implementation
- Next-gen consulting services

### **Industry Firsts & Innovations**

- Created the revolutionary Global Delivery Model
- Set benchmarks in corporate governance
- Driving India's ESG revolution with ambitious 2030 goals

### **Balancing Growth & Responsibility-**

While recognized for its technical excellence, Infosys has faced challenges including:

- Visa-related compliance issues
- High-profile project setbacks

These experiences have shaped its evolving commitment to operational excellence.

### **The Infosys Advantage**

- Consulting Edge - Specialized business transformation expertise
- Digital First - Cutting-edge AI/cloud capabilities
- Global-Local Approach - Worldwide presence with deep India roots
- Sustainability Leadership - Carbon-neutral operations since 2020

From helping establish India as the world's back office to now powering Fortune 500 digital transformations, Infosys continues to reinvent itself while maintaining its founding vision of bringing Indian tech talent to the global stage.

## CSR Activities done by Infosys (2023-2024)-

Infosys has been a pioneer in adopting CSR initiatives, primarily through the Infosys Foundation. The company prioritizes supporting initiatives in the following key areas:

- Education
- Healthcare
- Women's empowerment

### Theme 1: Education

S. No.	CSR project under assessment	Overview of the project
1	<b>VidyaGanga</b>	A digital schooling initiative aimed at providing uninterrupted education for rural students, implemented across nine states in India.
2	<b>Kai Hididu Nadesennanu</b>	A digital learning program focused on improving educational outcomes, reaching 23 districts in Karnataka.
3	<b>Tablet Distribution</b>	Tablets were distributed to students in grades 10 and 12 to support continuous learning and enhance academic performance across 38 districts in Karnataka, Tamil Nadu, and Puducherry.

### Theme 2: Healthcare

S. No.	CSR project under assessment	Project overview
1	<b>COVID-19 Support – Gandhi Hospital</b>	Supplied vital medical equipment to strengthen the hospital's response efforts in Secunderabad, Telangana
2	<b>COVID-19 Support – Chinmaya Mission Hospital</b>	Provided essential medical equipment to assist the hospital's operations in Bengaluru, Karnataka.

### Theme 3: Women Empowerment

S. No.	CSR project under assessment	Project overview
1	<b>Girls' Hostel Construction at IIIT Dharwad</b>	Established a modern residential facility for female students at the IIIT Dharwad campus in Dharwad, Karnataka.
2	<b>Multipurpose Hall at Shakthidhama Rehabilitation Centre</b>	Constructed a versatile hall accommodating 200 girls at the Shakthidhama Women's Rehabilitation Centre in Mysuru, Karnataka.

Average net profit of the Company: ₹24,608.45 crore

Total CSR obligation for the financial year: ₹495.21 crore

Amount spent on CSR projects: ₹450.76 crore

- Hindustan Unilever

Hindustan Unilever Limited (HUL), headquartered in Mumbai, is a leading Indian fast-moving consumer goods (FMCG) company and a subsidiary of Unilever. Established in 1931, HUL has evolved into a market leader with a diverse portfolio of over 50 brands spanning home care, beauty and personal care, and foods and refreshments. Its products, including well-known names like Lux, Lifebuoy, Surf Excel, Pond's, Vaseline, Lakme, Horlicks, and Boost, reach more than 700 million Indian consumers, making HUL a household name across the country.

#### **Key Aspects of Hindustan Unilever Limited:**

- **Legacy and Growth:** Founded as Hindustan Vanaspati Manufacturing Co., HUL has grown through mergers and strategic acquisitions, becoming the dominant player in India's FMCG sector.
- **Global Backing:** As a subsidiary of Unilever, HUL benefits from global expertise and resources, strengthening its market position and innovation capabilities.
- **Extensive Brand Portfolio:** HUL manages a wide array of brands that cater to various consumer needs, from daily essentials to premium products. The addition of Horlicks and Boost after the merger with GSK Consumer Healthcare further expanded its offerings.
- **Market Leadership:** HUL holds a commanding share in over 20 consumer categories, with its products found in the majority of Indian households. Sixteen of its brands have featured among the 100 Most Trusted Brands in India.
- **Commitment to Sustainability:** HUL's business philosophy centers on making sustainable living commonplace. Its sustainability strategy focuses on reducing environmental impact, promoting health and hygiene, conserving water, managing waste, and advancing regenerative agriculture. The company is also 100% EPR compliant and actively works towards protecting and regenerating nature.
- **Employee Focus:** HUL is consistently recognized as an employer of choice, investing in employee well-being, talent development, and fostering an inclusive workplace culture.
- **Community Impact:** Beyond business, HUL's CSR initiatives address key societal challenges such as water conservation, health and nutrition, sanitation, waste management, skill development, education, gender equality, and rural development. The company's efforts have positively impacted millions across India.

HUL's vision is to grow its business responsibly, reduce its environmental footprint, and increase its positive social impact, reflecting its deep-rooted commitment to both consumers and the broader community

## CSR Activities done by Hindustan Unilever in 2023-2024:

Below are the details of the initiatives that are covered by HUL:

- **Water Conservation Program**

- This initiative has collectively contributed over 3.2 trillion liters of water through improved water supply and demand management, resulting in an additional 2 million tonnes of agricultural and biomass production, and creating more than 114 million person-days of employment through project interventions.
- To date, the program has reached over 15,000 villages across 13 states and 2 Union Territories.

- **Suvidha – Community Hygiene Centres**

- The company has established 16 Suvidha centers in Mumbai in collaboration with the Brihanmumbai Municipal Corporation. These self-sustaining centers provide access to clean water, sanitation, and laundry facilities.
- More than 400,000 people now have access to safe and dignified hygiene and sanitation services.
- There has been a 50% reduction in incidents of gastrointestinal diseases, diarrhea, and urinary tract infections (UTIs) among Suvidha users.

- **Project Shakti**

- Project Shakti aims to financially empower and create livelihood opportunities for women in rural India.
- With over 200,000 Shakti Entrepreneurs, known as 'Shakti Ammas,' across 22 states, the program has helped these women gain self-confidence, enhance their self-esteem, and develop communication skills.
- It provides training in sales and administrative skills, including order-taking, bookkeeping, and digital payment systems.

- **Prabhat**

Key pillars of the Prabhat program include:

- Livelihoods
- Health and nutrition
- Environmental sustainability

- **Empowering Women Cricketers**

- The company has partnered with the leading cricket academy Coaching Beyond to break down barriers for emerging women cricketers and support their development in the sport.

- In 2023-2024, 6 players were selected for the Senior State Women's Team, 7 for the State U-23 Team, and 15 for the State U-19 Team.
- Additionally, 2 players from this program joined the Women's Premier League (WPL), and 1 player made it to the National Team.

Average net profit of the Company: ₹ 11,531.08 crore

Total CSR obligation for the financial year: ₹ 230.62 crore

Amount spent on CSR projects: ₹ 222.12 crore

- ITC

ITC Limited, headquartered in Kolkata, is one of India's most diversified conglomerates, with operations spanning FMCG, agribusiness, information technology, paperboards and packaging, and hotels. Established in 1910 as the Imperial Tobacco Company of India Limited, ITC has evolved far beyond its tobacco origins, now generating significant revenues from a broad portfolio of consumer brands and services. Today, ITC stands as the second-largest FMCG company in India by market capitalization and is among the world's leading tobacco companies. Its products reach 6 million retail outlets domestically and are exported to 90 countries, supported by a workforce of over 36,500 employees across more than 60 locations.

#### Key Aspects of ITC Limited

- **Diverse Business Portfolio:** ITC operates across multiple sectors, including FMCG (with brands in foods, personal care, and stationery), hotels, agribusiness, paperboards and packaging, and information technology through ITC Infotech. This diversification has positioned ITC as a resilient and innovative market leader.
- **FMCG and Market Leadership:** While tobacco remains a major revenue driver, ITC has built a strong presence in FMCG, launching successful brands and expanding into new categories, ensuring its products are staples in millions of Indian households.
- **Hotels and Hospitality:** ITC owns and operates a chain of luxury hotels under various brands, contributing to the hospitality sector and supporting tourism and employment.
- **Paper and Packaging:** As a significant player in paperboards and packaging, ITC is recognized for its sustainable packaging solutions, including recyclable and renewable fiber-based products.
- **Agri Business:** ITC's agribusiness division works closely with farmers, promoting climate-smart agriculture, water conservation, and sustainable sourcing practices, impacting millions of rural livelihoods.
- **IT Services:** ITC Infotech, the company's global IT arm, delivers digital solutions and services to clients worldwide, further extending ITC's international reach.
- **Sustainability and Environmental Stewardship:** ITC is a pioneer in sustainability, achieving carbon-positive, water-positive, and solid waste recycling-positive status for over a decade. Its large-scale afforestation, watershed management, and biodiversity programs have created over 1.1 million acres of green cover and supported 212 million person-days of rural employment.
- **Corporate Social Responsibility (CSR):** CSR is integral to ITC's strategy, focusing on sustainable livelihoods, education, healthcare, women's empowerment, disaster relief, and rural development. ITC's CSR footprint spans 28 states and 7 union territories, with programs designed to uplift marginalized communities and foster inclusive growth.
- **Collaborative Approach:** ITC partners with NGOs, academic institutions, and government agencies to implement and scale its CSR initiatives, ensuring effective community engagement and long-term impact.
- **Global Presence:** With exports to 90 countries and ITC Infotech's international



operations, ITC maintains a strong global footprint.

## CSR Activities done by ITC in 2023-2024:

- Foster **sustainable livelihoods and reduce poverty** through water management, conservation of natural resources, sustainable agriculture, climate-smart practices, afforestation, livestock development, and women empowerment in both on-farm and off-farm sectors.
- Build future-ready capabilities by focusing on **education, skill development, micro-enterprise support, and improving living conditions through sanitation**, school WASH (Water, Sanitation, and Hygiene), and waste management initiatives.
- Promote **healthcare**, with a focus on preventive care, and improve the nutritional and health status of vulnerable populations through targeted interventions in maternal and child health, nutrition, and affordable healthcare access.
- Safeguard **national heritage, arts, and culture** while promoting music and sports to ensure their preservation and growth.
- Provide relief and support to individuals affected by **disasters and calamities**.

Average net profit of the Company: ₹ 20,173.67 crore

Total CSR obligation for the financial year: ₹ 403.47 crore

Amount spent on CSR projects: ₹ 380.44 crore

- Life Insurance Corporation of India

The Life Insurance Corporation of India (LIC) is India's largest public sector life insurance company, headquartered in Mumbai and operating under the administrative control of the Ministry of Finance. Established on September 1, 1956, LIC was created through the nationalization of over 245 insurance companies and provident societies, consolidating the sector to provide widespread and affordable life insurance coverage across the country. The government's objective was to extend insurance to rural and underserved populations, ensuring financial security for all.

Key Aspects of LIC-

- **Establishment and Ownership:**

LIC was formed by merging 154 Indian life insurers, 16 foreign companies, and 75 provident societies, making it a wholly government-owned entity. Today, the Government of India retains a 96.5% stake in LIC.

- **Mission and Vision:**

LIC's mission is to enhance the quality of life by offering financial security through a diverse range of insurance products, with a focus on competitive returns and supporting national economic development. The company's motto, "Yogakshemam Vahamyaham" (Your welfare is our responsibility), reflects its commitment to policyholders.

- **Role in the Indian Economy:**

LIC is a major institutional investor in India, managing assets worth ₹52.52 trillion (US\$620 billion) as of March 2024<sup>2</sup>. It invests policyholder funds in government securities, infrastructure, and various sectors, playing a vital role in the country's economic growth.

- **Customer Base and Network:**

LIC has an extensive customer base, with nearly 290 million policyholders as of 2019, and a robust network of over 2,000 branches, 8 zonal offices, and a widespread agency network across India.

- **Products and Services:**

LIC offers a comprehensive suite of life insurance products, including participating and non-participating plans, savings and term insurance, health insurance, annuities, pension products, and group insurance schemes. It also provides micro-insurance and social security schemes aimed at underserved populations.

- **Financial Strength:**

LIC is one of India's most significant financial institutions, reporting revenues of ₹8.57 trillion (US\$100 billion) and total assets exceeding ₹57 trillion (US\$680 billion) as of March 2024. Its financial strength underpins its ability to fulfil policyholder commitments and invest in nation-building.

LIC continues to be a cornerstone of India's insurance sector, combining a legacy of trust with a commitment to financial inclusion and national development.

## CSR Activities done by LIC in 2023-2024:

### **Quality Education:**

1. Contributed to the construction of hostels, school buildings, computer labs, libraries, school buses, vocational training centers, and provided occupational therapy tools and audio-visual equipment for children with special needs, supporting their rehabilitation through therapy and vocational training programs. Additionally, funded a literacy campaign in Govindpur, a village adopted by LIC GJFs, with the goal of achieving 100% literacy.
2. Spent ₹69.20 crore to provide scholarships to around 27,792 deserving students for higher education.

### **Contribution to 'One Home One Toilet' Scheme in Kolhapur Slums:**

3. Funded the construction of 169 toilets across 113 schools in India, along with toilet blocks in various schools, as part of the initiative to improve sanitation.

### **Relief for Natural Calamities:**

4. The Foundation provided assistance during the Chennai and Kerala floods, Cyclone Fani, and supported the construction of a multipurpose cyclone shelter in Udaipur, Mayurbhanj District, Odisha, for people living in cyclone-prone tribal areas.

### **Preservation and Protection of Art:**

5. Funded the construction of an art gallery to preserve, protect, promote, and develop Saura paintings and the artists practicing this art form in the three Lanjia Saura villages of Rayagada District, Odisha.

### **Life on Land:**

6. Contributed towards the purchase of an ambulance for the transportation and rescue of wildlife at Kanpur Zoo. Also funded the installation of a solar power plant at the Elephant Conservation and Care Centre in Mathura, Uttar Pradesh, and at the Lifetime Animal Sanctuary in Gopalpur Khera, Gurgaon, which serves as a shelter for animal rescue and rehabilitation.

- Sun Pharma Industries

Sun Pharmaceutical Industries Limited (Sun Pharma), headquartered in Mumbai, is India's largest pharmaceutical company and the fourth-largest specialty generic pharmaceutical firm worldwide. Operating in over 100 countries across six continents, Sun Pharma is supported by a workforce of more than 43,000 employees and over 40 manufacturing facilities. The company offers a wide range of products in therapeutic areas including psychiatry, anti-infectives, neurology, cardiology, diabetology, gastroenterology, ophthalmology, nephrology, urology, dermatology, gynaecology, respiratory, oncology, dental, and nutrition.

### **Key Highlights of Sun Pharma:**

- **Global Presence**

Sun Pharma has built a solid presence in both emerging and developed markets, ensuring its products are accessible to patients worldwide. The company's operations span regions including the United States, India, Western Europe, Canada, Japan, Australia, New Zealand, Israel, and many other countries.

- **Extensive Product Portfolio**

The company's diverse portfolio includes generics, branded generics, specialty medicines, over-the-counter (OTC) products, and active pharmaceutical ingredients (APIs). Sun Pharma's offerings cover over 2,000 molecules, catering to a wide range of therapeutic needs for both chronic and acute conditions.

- **Research and Innovation**

Sun Pharma places a strong emphasis on research and development, dedicating around 6.7% of its sales to R&D in FY24. The company focuses on developing complex, differentiated specialty products, with a robust pipeline targeting dermatology, ophthalmology, and oncology.

- **Global Manufacturing Network**

With 41 manufacturing facilities worldwide, many of which are approved by leading regulatory agencies like the US FDA, Sun Pharma ensures a steady supply of high-quality medicines. The manufacturing network supports a variety of dosage forms, including tablets, capsules, injectables, ointments, creams, and liquids.

- **Commitment to Quality**

Quality assurance is a cornerstone of Sun Pharma's operations. The company adheres to strict compliance standards and conducts regular audits to maintain the safety and



efficacy of its products in all markets.



## CSR Activities done by Sun Pharma in 2023-2024:

S. No.	CSR Project	No. of persons benefitted from CSR Projects	% of beneficiaries from vulnerable and marginalised group
1	Support towards setting-up of Cancer Sanatorium Institute, Wadala, Mumbai	Community	NA
2	Mobile Healthcare Unit	181,392	100.00%
3	Anganwadi Development Programme	2,394	100.00%
4	Disaster Response	1,000	100.00%
5	Water Conservation	Community	NA

Average Net Profit of the Company - ₹24,065.6 Million

Total CSR obligation for the financial year - ₹460.3 Million

Amount spent on CSR Projects - ₹ 447.9 Million

- HCL Technologies

HCL Technologies Limited (HCLTech) is a prominent Indian multinational IT consulting and services firm headquartered in Noida. Established by Shiv Nadar, HCLTech became an independent entity in 1991 when HCL expanded into software services. As of 2024, HCLTech ranks as the third-largest India-based IT services company in terms of both revenue and market capitalization, surpassing ₹5 trillion.

## Key Features of HCL Technologies Ltd.

### IT Services and Consulting

HCLTech offers an extensive range of IT services, including software development, infrastructure management, digital transformation, and engineering solutions. Its services cover digital, cloud, AI, and software, assisting clients in modernizing and optimizing their technology infrastructures.

### Global Presence

The company operates in over 60 countries, with more than 220,000 employees representing 161 nationalities. HCLTech maintains over 200 delivery centers and 150 innovation labs worldwide, supporting a diverse, global client base.

### Industry Focus

HCLTech serves a broad range of sectors, including financial services, manufacturing, healthcare, telecommunications, and media. Its industry expertise enables tailored solutions that address sector-specific challenges and opportunities.

### Digital Transformation

A core focus for HCLTech is enabling digital transformation for enterprises. The company leverages advanced technologies such as cloud computing, artificial intelligence, and engineering services to help clients accelerate innovation and stay competitive in a rapidly evolving digital landscape.

### Engineering and R&D

Through its Engineering and R&D Services (ERS) segment, HCLTech partners with businesses to drive product development, innovation, and operational efficiency. This segment supports clients in areas like embedded systems, product lifecycle management, and next-generation engineering solutions.

- **Business Segments**

HCLTech operates through three primary business segments:

- **IT and Business Services (ITBS):** Encompasses digital business solutions, digital infrastructure, process operations, and career development services.
- **Engineering and R&D Services (ERS):** Specializes in product engineering and innovation.

- **HCLSoftware:** Develops and manages enterprise software products, including those acquired from IBM and other leading global companies.

## CSR Activities done by HCL Technologies in 2023-2024:

- **Empowering NGOs Transforming Rural India**

- Through the HCL Tech Grant, three NGOs in the fields of environment, health, and education have received ₹5 crores each, driving significant change in rural India.
- A total of ₹146.95 crores (\$18 million) has been allocated to 49 NGOs, positively impacting over 2 million lives.
- Currently, 20 active projects are running across 16 states and 2 Union Territories.

- **Supporting Environmental Action**

- Saplings Planted: 822,574
- Water Bodies Rejuvenated (acres): 3,027
- Animal Lives Impacted: 88,816
- Mangrove and Shelterbelt Saplings Planted: 828,100

- **Disaster Risk Reduction and Management**

- In the wake of Cyclone Michaung, the HCL Foundation provided dry ration kits to over 8,500 families in flood-affected areas.
- During the severe cold wave in North India, the HCL Foundation, in collaboration with its NGO partners, distributed over 2,000 blankets and 1,000 tarpaulin sets to those in need.

Average net profit of the Company - ₹13,034 Cr.

Total CSR obligation for the financial year - ₹261 Cr.

Amount spent on CSR Projects - ₹260.16 Cr.

- Maruti Suzuki

Maruti Suzuki, India's leading automobile manufacturer, is a publicly listed subsidiary of Japan's Suzuki Motor Corporation. It was founded in 1981 as Maruti Udyog Limited, a joint venture between the Government of India and Suzuki-it marked Suzuki's entry as the first major foreign automaker to invest in India. The company's first production facility began operations in Gurugram, Haryana, in 1982. Over time, the Indian government gradually divested its stake, making Maruti Suzuki a fully public company by 2003 and transferring complete ownership to Suzuki by 2007.

### Key Aspects of Maruti Suzuki

- **Market Leadership:**

Maruti Suzuki consistently holds the largest share in the Indian passenger car market. As of 2024, it maintained a market share of 41–42%, remaining the only car company with a share above 40%. Despite increased competition and changing consumer preferences-especially the shift towards SUVs-Maruti Suzuki remains the top carmaker in India.

- **Affordability and Fuel Efficiency:**

Maruti Suzuki vehicles are known for being budget-friendly and highly fuel-efficient, making them especially popular among cost-conscious Indian buyers.

- **Extensive Network:**

The company boasts the largest network of showrooms and service centers across India, ensuring easy access to sales and after-sales services for customers nationwide.

- **Diverse Product Range:**

Maruti Suzuki offers a wide variety of vehicles, including hatchbacks, sedans, SUVs, and vans, catering to a broad spectrum of customer preferences and needs.

- **Reliability and Low Maintenance:**

The brand is recognized for producing reliable vehicles that are easy and economical to maintain, contributing to lower ownership costs for customers.

- **Safety Features:**

Maruti Suzuki has steadily enhanced the safety features in its vehicles, introducing airbags, ISOFIX child seat anchorages, and crumple zones across its model lineup.

- **Technology and Sustainability:**

The company is investing in green technologies and electric vehicles, reflecting a commitment to innovation and a sustainable future.

Maruti Suzuki's enduring market dominance is rooted in its focus on affordability, widespread service network, and continuous adaptation to evolving consumer needs, making it a preferred choice for millions of Indian car buyers

## CSR Activities done by Maruti Suzuki in 2023-2024:

- **ESG Performance:**

- **Environment:** The company has installed a solar power generation capacity of 43.2MWp and recycled 3.43 million cubic meters of water.
- **Social:** The workforce received more than 1 million hours of training, and the company spent Rs. 1,104 million on corporate social responsibility (CSR) initiatives.
- **Governance:** Directors maintained an average attendance rate of 96.30% at board meetings, and over 100 sessions were conducted on compliance education.

- **Ensuring Inclusive, Equitable, and Quality Education:**

- In partnership with the Podar Education Network, the company established a school in Sitapur, Gujarat, where 470 children from surrounding communities are currently studying.
- The company supports 145 Industrial Training Institutes (ITIs) across the country to provide vocational training.
- The company has supported 3,300 apprentices by offering monthly stipends and enhancing their employability through hands-on experience on shop floors.

- **Road Safety Education:**

- Over 384,000 individuals were trained across 8 Institutes of Driving and Traffic Research and 23 Road Safety Knowledge Centres in collaboration with 6 State Governments. In the past 23 years, more than 4.8 million people have received road safety training.

Average net profit of the company - 45,843.61 million

Total CSR obligation for the financial year - 863.08 million

Amount spent on CSR Projects - 1049.21 million

- Ultra Tech Cement

UltraTech Cement Limited, headquartered in Mumbai and part of the Aditya Birla Group, is India's largest cement producer and a major global player, ranking fifth worldwide by installed capacity. With a production capacity exceeding 150 million tonnes per annum and a vast distribution network, UltraTech plays a pivotal role in India's infrastructure and construction sectors.

Key Aspects of UltraTech Cement-

### **Market Leadership**

UltraTech commands a dominant 22% share of India's grey cement capacity, holding the highest market capitalization in the sector. Its extensive network of channel partners and dealers reaches over 80% of Indian cities and towns, ensuring strong brand presence and market access.

### **Production Capacity and Expansion**

The company has aggressively expanded its capacity, surpassing 150 MTPA in 2024 and targeting 209 MTPA by FY27. This makes UltraTech not only the largest cement company in India but also one of the largest globally outside China. Strategic acquisitions and organic growth have been central to this expansion, including major deals like the mergers with Century Textiles and Binani Cement.

### **Product Portfolio**

UltraTech offers a comprehensive range of building materials, including grey cement, white cement (marketed as Birla White), and ready-mix concrete (RMC). These products cater to diverse construction requirements, from large infrastructure projects to residential and commercial buildings.

### **Sustainability and Innovation**

UltraTech is recognized as a leader in sustainability, ranking No. 1 in the Infrastructure and Engineering sector for sustainability in India's Most Sustainable Companies list for 2022-23. It is the only Indian company ranked in the top 10 globally in the S&P Global Dow Jones Sustainability World Index for construction materials, with standout scores in environmental, social, and governance (ESG) metrics. The company has committed to ambitious climate goals, including reducing CO<sub>2</sub> intensity, increasing renewable energy use, and advancing circular economy initiatives. UltraTech is also the first Indian cement company to raise dollar-denominated Sustainability Linked Bonds.

### **Corporate Social Responsibility (CSR)**

UltraTech's CSR initiatives impact over 1.8 million beneficiaries across India, focusing on education, healthcare, sustainable livelihoods, community infrastructure, and social welfare. These efforts are integral to the company's mission of inclusive growth and community development.

## CSR Activities done by Ultra Tech Cement in 2023-2024:

- **Education-**

- 31 Company schools established
- 19,714 Students benefitted
- 295 Anganwadi's supported, benefitting 12,314 children

- **Health-**

- Reduce malnutrition in children under 5 years of age to less than 5%
- Halve percentage of anaemic women aged 15-49 years
- 4,80,980 Beneficiaries of health initiatives.
- 1,22,463 Children benefitted from immunisation programs

- **Sustainable Livelihoods-**

- Achieved a 50% increase in farm productivity.
- Attained water positivity in 80% of the targeted villages.
- Animal husbandry initiatives benefited 25,420 families.
- A total of 54,312 livestock were vaccinated under the programme.

- **Infrastructure Development-**

- Initiatives included improving connectivity through road repairs, constructing community halls and rest areas, installing solar lights and piped water supply systems, and building water tanks.
- These efforts positively impacted the lives of 532,327 individuals.
- Out of the 507 villages covered, 44 have been identified for transformation into model villages.

- **Social Welfare-**

- Empowered women socio-economically through Self-Help Groups (SHGs) in 300 villages.
- Conducted awareness programs on menstrual hygiene.
- As part of this initiative, the company organized educational sessions, distributed reusable and eco-friendly sanitary pads made from bamboo charcoal cloth, and provided training in pad production. This program has reached over 550 individuals across nine villages and one government college, distributed 470 pads, and trained 20 SHG members.

Average net profit of the company – Rs.7,489.50 crores

CSR obligation for the financial year – Rs.136.09 crores

Amount spent on CSR Projects – Rs.129.37 crores

- Hindustan Aeronautics

**Hindustan Aeronautics Limited (HAL)** is a leading Indian public sector enterprise in the aerospace and defence domain, headquartered in Bengaluru. Established on December 23, 1940, HAL is one of the oldest and largest aerospace manufacturers globally, playing a critical role in advancing India's aviation and defence capabilities. Initially founded to support indigenous aircraft production, HAL began licensed manufacturing of aircraft such as the Harlow PC-5, Curtiss P-36 Hawk, and Vultee A-31 Vengeance for the Indian Air Force as early as 1942.

## Key Highlights of HAL

- **Public Sector Leadership:**

HAL functions under the administrative control of the Ministry of Defence and is governed by a board of directors appointed by the President of India. The Government of India owns a majority stake of 71.65% in the company.

- **Wide-ranging Manufacturing and R&D:**

The company is involved in the design and production of a wide array of aerospace products including fighter aircraft, helicopters, jet and marine gas turbine engines, avionics, and supporting hardware. HAL operates 11 R&D centres and 21 manufacturing divisions located within four main production hubs across the country.

- **Indigenous Development and Global Collaboration:**

HAL has been a pioneer in indigenous defence technology, developing India's first homegrown fighter-bomber, the HF-24 Marut. It actively collaborates with global aerospace leaders through technology transfers and licensing agreements. Notable projects include the development of the Light Combat Aircraft (LCA) Tejas and the Light Utility Helicopter (LUH), demonstrating its commitment to self-reliance and modernization.

- **Strategic Defence Partner:**

The Indian Air Force is HAL's primary customer, accounting for a substantial share of its revenue. HAL also provides aircraft, helicopters, and maintenance services to the Indian Army, Navy, Coast Guard, and international clients.

- **Contributions to Space and Civil Sectors:**

HAL plays a key role in supporting India's space missions by supplying crucial structures and components for launch vehicles and satellites to the Indian Space Research Organisation (ISRO).

- **International Presence:**

HAL has established a global footprint by exporting aerospace products and services to several countries, strengthening its role in the international aerospace market.

- **Financial Strength and Strategic Autonomy:**

In 2024, HAL was conferred with 'Maharatna' status, becoming the 14th Central Public Sector Enterprise to receive this distinction. This designation grants HAL greater financial autonomy, enabling it to invest up to 15% of its net worth and up to ₹5,000 crore in overseas ventures without government approval. In FY 2023–24, HAL recorded a turnover of ₹28,162 crore and a net profit of ₹7,595 crore, reflecting strong financial performance and stability.

### CSR Activities done by HAL in 2023-2024:

S. No.	CSR Project	No. of persons benefitted from CSR Projects (Approx.)	% of beneficiaries from vulnerable and marginalized groups
1	Set up of a Skill Development Centre for experiential learning in Smart Manufacturing and Industry 4.0 in Bengaluru, Karnataka.	9480	Approx. 29%
2	Establishment of a centralized kitchen in Bengaluru, Karnataka, to support the mid-day meal program.	9100	Approx. 49%
3	Construction of sanitation facilities in government schools across Karnataka.	2000	Approx. 28%
4	Infrastructure enhancement at Kasturba Gandhi School in Barabanki, Uttar Pradesh.	1000 - 1200	Approx. 100%
5	Establishment of a COVID-19 Care Hospital in Lucknow, Uttar Pradesh.	275000	Approx. 45%

Average net profit of the company – Rs.5,330.05 Crore

Total CSR obligation for the financial year – Rs.109.31 Crore

Amount spent on CSR Projects – Rs.117.22 Crore

- Avenue Supermarts Limited

Avenue Supermarts Limited, operating under the brand DMart, is a leading Indian retail corporation headquartered in Mumbai. Founded by Radhakishan Damani in 2002, DMart has grown into one of India's largest and most successful supermarket and hypermarket chains. As of March 2025, DMart operates 415 stores across 12 states and union territories, supported by a workforce of nearly 14,000 permanent employees and close to 60,000 contractual staff.

#### Key Highlights-

- **Founder & Leadership:**

Radhakishan Damani, a renowned entrepreneur and investor, is the founder and chairman of DMart. Ignatius Navil Noronha serves as the CEO, overseeing the company's operations and expansion.

- **Business Model:**

DMart's core focus is value retailing—offering a wide range of products at competitive prices. The company's product assortment includes groceries, food staples, home and personal care items, apparel, electronics, and general merchandise.

- **Store Network & Expansion:**

DMart has steadily expanded its footprint, with stores primarily concentrated in key states such as Maharashtra, Gujarat, Andhra Pradesh, Karnataka, and Telangana. The company's stores are typically larger than industry averages, and DMart prefers to own rather than lease its properties, allowing for greater operational control and cost efficiency.

- **Distribution & Logistics:**

To support its extensive retail network, DMart operates distribution and packing centers, ensuring efficient supply chain management and product availability across its stores.

- **Customer Proposition:**

DMart is recognized for its everyday low-price strategy, attracting value-conscious customers and building a strong reputation for affordability and reliability.

## CSR Activities done by Avenue Supermart in 2023-2024:

- **Dakshana India Education Trust:**

- Dakshana is a philanthropic organization dedicated to supporting talented yet underprivileged students, primarily from rural India, in preparing for competitive engineering and medical entrance exams.
- For over 17 years, Dakshana has been providing free coaching scholarships to students from government schools, enabling them to prepare for exams like JEE, NEET, and AIIMS with remarkable success.
- A contribution of ₹2.5 crore was made to support scholarships covering coaching, educational resources, and residential facilities for students.
- In the previous year, 82% of students supported by Dakshana qualified for the IITs, while 83% secured admission to government medical colleges.

- **Navneet 21 Question Paper Set:**

- Since the academic year 2015–16, D Mart has been assisting government school students by distributing the Navneet 21 Question Paper Set to help them prepare for their 10th-grade board examinations.
- In FY 2022–23, D Mart allocated ₹1.07 crore towards this initiative, which targeted students in government schools.
- The question paper sets were distributed in selected government schools across Mumbai, Thane, Aurangabad, and Kolhapur, benefiting 23,235 students. Most of these students have gone on to pursue higher education in Science, Commerce, or Humanities streams at various junior colleges.

Average net profit of the Company – Rs.2,351.77 crore

Total CSR obligation for the financial year – Rs.47.04 crore

Amount spent on CSR Projects – Rs.42.51 crore

- Wipro

**Wipro Limited** is a prominent Indian multinational technology corporation headquartered in Bengaluru and recognized as one of the country's Big Six IT services firms. The company delivers a wide range of services, including IT, consulting, and business process outsourcing, with operations in over 60 countries and a reach across 167 nations.

## Key Highlights of Wipro

- **Global Presence and Workforce:**

Wipro maintains a strong international presence, catering to clients in industries such as financial services, healthcare, manufacturing, retail, and telecommunications. As of March 2024, the company employed more than 234,000 professionals worldwide.

- **Diverse IT Services Portfolio:**

Wipro offers a comprehensive suite of services, including:

- **IT Services:** Software development, systems integration, and IT consulting
- **Business Process Services:** Customer support, finance and accounting, and human resources
- **Consulting:** Business strategy, technology advisory, and organizational transformation
- **Engineering Services:** Product development, R&D, and technical assistance
- **Cloud Services:** Cloud migration, infrastructure management, and cloud strategy

- **Industry Focus and Innovation:**

Wipro focuses on industries undergoing rapid digital transformation, such as financial services, telecom, and public sector enterprises. The company is known for integrating advanced technologies—including artificial intelligence, cloud computing, robotics, and data analytics—to help clients modernize and enhance operational efficiency.

- **Sustainability Commitment:**

Demonstrating its dedication to responsible business practices, Wipro has set a target to achieve net-zero carbon emissions by 2040, underlining its long-term commitment to environmental sustainability.

## CSR Activities done by Wipro in 2023-2024:

S. No.	Name & Key objectives of the Project	Impact created
1.	<p><b>Digital Competencies for Students, Youth, and Teachers:</b></p> <p>Focused on enhancing the quality of engineering education in India, this initiative aims to:</p>	<ul style="list-style-type: none"> <li>Bridge the gap between academia and industry by aligning skills with market demand.</li> <li>Over 2,380 professors and 2,05,000 students have had their digital skills upgraded as part of this program.</li> </ul>
2.	<p><b>Education for the Underprivileged:</b></p> <p>This initiative provides infrastructure and operational support to schools serving disadvantaged communities, with objectives to:</p>	<ul style="list-style-type: none"> <li>Increase access to formal education for children from underserved backgrounds through the public education system.</li> <li>Promote the value of education among families with first-generation learners, thereby encouraging school enrollment and retention.</li> </ul>
3.	<p><b>Renewable Energy Initiatives:</b></p> <p>This program assesses the environmental benefits of adopting renewable energy, revealing:</p>	<ul style="list-style-type: none"> <li>A significantly positive impact on environmental health and safety standards.</li> <li>Notable reductions in carbon emissions and water usage through the implementation of renewable energy solutions.</li> </ul>

Average net profit of the company – Rs. 101,927 million

Total CSR obligation for the financial year – Rs. 1,304 million

Amount spent on CSR Projects – Rs. 2,053 million

- Coal India

**Coal India Limited (CIL)** is the world's largest government-owned coal producer and a key public sector undertaking (PSU) in India. Headquartered in Kolkata, CIL operates under the Ministry of Coal and contributes approximately 82% of the country's total coal production, making it a cornerstone of India's energy infrastructure. In FY 2016–17, CIL produced 554.14 million tonnes of raw coal, an increase from 494.24 million tonnes in 2014–15, and reported revenues of ₹95,435 crore (US\$11 billion) during the same period.

## Key Highlights of Coal India Limited

- **Global Leadership:**

CIL is the largest coal-producing company in the world, reinforcing its vital role in both the Indian and global energy sectors.

- **Maharatna Status:**

Granted Maharatna status by the [Government of India](#) in April 2011, CIL enjoys greater financial and operational autonomy. This designation allows the company to make large-scale investments and strategic decisions without seeking constant government approval.

- **Extensive Operational Network:**

With 83 mining areas spread across eight states in India, CIL functions through several subsidiaries, including:

- Western Coalfields Limited
- Central Coalfields Limited
- Mahanadi Coalfields Limited
- South Eastern Coalfields Limited
- Bharat Coking Coal Limited
- Eastern Coalfields Limited
- Northern Coalfields Limited
- Central Mine Planning and Design Institute

- **Pillar of India's Energy Sector:**

CIL is the primary coal supplier for India's power sector and also serves key industries such as steel, cement, and fertilizers—making it crucial to the country's industrial and energy security.

- **Employment and Skill Development:**

As one of India's largest employers, CIL had over 228,000 employees as of April 2024. The company is deeply committed to skill development, operating training institutes and vocational centers for workforce enhancement.

- **Diversified Operations:**

CIL's business extends beyond coal mining to include coal washeries, workshops, and healthcare facilities—highlighting its comprehensive approach to operations and employee welfare.

## CSR Activities done by Coal India in 2023-2024:

- **Advancing Healthcare Access**

- **Thalassemia Bal Sewa Yojana (TBSY)**, one of the company's flagship healthcare initiatives, has successfully completed **500 bone marrow transplants**, providing vital financial support to underprivileged patients.
- A new targeted healthcare program, '**Nanha Sa Dil**', has been launched to address **congenital heart disease (CHD)** across four districts in Jharkhand.
- A **100-bed cardiac care centre** has been established in **Jharsuguda**, poised to serve as a key specialty healthcare facility in the region.

- **Empowering Through Education and Livelihoods**

- The company supported education infrastructure by constructing **new classrooms in government schools**, and **rebuilding flood-damaged school buildings** in Bagalkot district, ensuring continuity of education for hundreds of students.
- The '**Digital Vidya**' initiative has significantly enhanced digital learning by setting up **smart classrooms and ICT labs** in **22 coal mining districts across five states**, reducing the digital divide.
- In support of women's livelihoods, a **Natural Fibre Diversified Product Training and Development Centre** was established in **Murshidabad, West Bengal**, encouraging eco-friendly entrepreneurship using traditional skills and local resources.

- **Fostering Environmental Sustainability**

- Demonstrating its environmental commitment, the company developed a **Sewage Treatment Plant (STP)** in **Mayapur, West Bengal**, aimed at **improving regional water quality** and supporting **ecological conservation efforts**.

Average net profit of the company – Rs. 565.19 crores

Total CSR obligation for the financial year – Rs.11.30 crores

Amount spent on CSR Projects – Rs. 98.10 crore

- Asian Paints

Asian Paints Ltd, headquartered in Mumbai, is India's leading paint manufacturer and a prominent global player in the paints and coatings industry. Established in 1942 by four friends, the company has grown to become one of the top ten decorative coatings companies worldwide and holds the second position in Asia. With 27 manufacturing units spread across 15 countries, Asian Paints serves customers in more than 60 nations.

### **Journey and Market Leadership**

Starting as a modest partnership, Asian Paints quickly outpaced global competitors in the Indian market, securing the top position by 1967. Today, it commands an impressive 59% market share in India's paint industry, well ahead of its nearest rivals—Berger Paints (18%) and Kansai Nerolac (15%). A wide-reaching distribution network, comprising over 70,000 dealers and 600,000 retailers, has been a key driver of this leadership.

### **Diverse Product Portfolio**

Asian Paints offers a wide array of products and services across several categories:

- Paints: Interior and exterior wall finishes, wood coatings, metal finishes, and industrial paints.
- Home Décor: Including wall coverings, adhesives, waterproofing products, modular kitchens, wardrobes, sanitaryware, bath fittings, uPVC windows and doors, furniture, lighting, fabrics, and rugs.
- Services: Professional offerings such as painting, waterproofing, and wood care for both residential and commercial customers.

### **Global Footprint and Brand Portfolio**

With a robust international presence, Asian Paints operates under various brand names like Asian Paints Berger, Apco Coatings, SCIB Paints, Taubmans, and Kadisco Asian Paints. Its operations span Asia, the Middle East, Africa, and the South Pacific, supporting its expansion and global ambitions.

### **Focus on Innovation and Sustainability**

Innovation is central to Asian Paints' growth strategy. The company consistently invests in R&D for product and process innovation. A recent milestone includes the development of a large-scale manufacturing facility for Vinyl Acetate Ethylene Emulsion (VAE) and Vinyl Acetate Monomer (VAM) in India, aimed at strengthening backward integration and improving operational efficiency.

Asian Paints is also committed to sustainable practices, emphasizing eco-friendly manufacturing, emission reduction, and the development of low-VOC (volatile organic compound) products.

## CSR Activities done by Asian Paints in 2023-2024:

### • Strengthening Vocational Skills

Asian Paints, through its Colour Academy, equips local communities with specialized vocational training in areas such as paint application, carpentry, plumbing, and masonry, fostering employability and self-reliance.

In collaboration with Yuva Parivartan, the Mobile Colour Academy in Nagpur conducted a six-day foundational painting course for 40 women in Godalwahi, Gadchiroli, empowering them with practical skills for income generation.

### • Advancing Health and Hygiene

- Over 340,000 individuals have benefited from Asian Paints' curative healthcare programmes, aimed at addressing medical needs in underserved areas.
- The **Mobile Medical Units (MMU)** initiative has positively impacted more than 163,000 lives by delivering healthcare services directly to remote populations with limited access to medical facilities.
- Under the **Safar** programme, 61,000+ truckers have received comprehensive healthcare services, including consultations, treatments, medications, physiotherapy, nutritional guidance, and lifestyle counselling, addressing the unique health challenges faced by this mobile workforce.

### • Promoting Water Stewardship

Asian Paints is committed to sustainable water management through initiatives aimed at conservation, efficiency improvement, and water quality enhancement in the regions where it operates.

Key interventions include:

- Rejuvenation of traditional and natural water bodies
- Integrated Watershed Development
- Canal lining projects
- Revival of check dams

These efforts help boost the efficiency and impact of water harvesting systems, ensuring better water availability for local communities.

Average net profit of the company – Rs. 4,540.36 crores

Total CSR obligation for the financial year – Rs. 90.59 crores

Amount spent on CSR Projects – Rs. 91.26 crore

- Nestle India

Nestlé India Limited, a subsidiary of the Swiss multinational Nestlé, is a leading name in India's Fast-Moving Consumer Goods (FMCG) sector. Headquartered in Gurgaon, Haryana, the company was incorporated in 1959 and traces its Indian legacy back over 113 years to its early operations in 1912.

## Historical Background and Footprint

- Early Beginnings and Growth:

Nestlé commenced operations in India in 1912 as *The NESTLÉ Anglo-Swiss Condensed Milk Company (Export) Limited*. Post-independence, it set up its Indian operations and established its first factory in Moga, Punjab in 1961. Over the years, the company has expanded significantly, now operating nine factories across the country, with a tenth facility under development in Odisha, strengthening its presence in eastern India.

- Ownership Structure:

As of 2020, Nestlé S.A. holds a 62.76% stake in Nestlé India.

## Diverse Product Portfolio

Nestlé India's offerings span four key categories:

- Milk Products & Nutrition: Including condensed milk, toned milk, yogurt, dairy whiteners, and infant nutrition.
- Prepared Dishes & Cooking Aids: Featuring instant noodles (like Maggi), pasta, sauces, seasonings, and ready-to-cook items.
- Beverages: Instant coffee (Nescafé), tea-based drinks, and ready-to-consume beverages.
- Chocolates & Confectionery: Popular brands include Kit Kat, Milky Bar, Milkmaid, and Bar One.

These products are widely recognized and trusted under flagship names like Maggi, Nescafé, Kit Kat, Milkmaid, Milky Bar, and Nestea.

## Operations and Societal Impact

- Manufacturing & Distribution Network:

With manufacturing units in Punjab, Haryana, Karnataka, Tamil Nadu, Goa, Uttarakhand, Himachal Pradesh, and Gujarat, Nestlé ensures a robust production capability. Its distribution network spans 5.3 million retail outlets, facilitated by over 10,000 distributors, and is supported by a supply chain that collaborates with around 280,000 farmers.

- Employment and Community Engagement:

As of December 2024, Nestlé India employs more than 8,700 individuals. Its social responsibility initiatives have positively impacted approximately 14 million people, focusing on areas such as youth entrepreneurship, nutrition education, and agricultural



development.



## CSR Activities done by Nestle in 2023-2024:

S. No.	Name of the Projects/ Programmes	Particulars of the Projects/ Programmes
1.	Project Jagriti	<p>Focused on improving nutrition and health outcomes across critical life stages—including adolescents, young couples, pregnant women, and lactating mothers—Project Jagriti promotes optimal feeding practices and nutritional awareness.</p> <p><b>Implemented in:</b> Delhi, Rajasthan, Uttar Pradesh, Maharashtra, Himachal Pradesh, Odisha, Bihar, and Jharkhand.</p>
2.	Nestlé Healthy Kids Programme	<p>This initiative is designed to foster healthier lifestyles among children, particularly those studying in government schools and from underserved communities, through nutrition education and awareness-building activities.</p> <p><b>Implemented in:</b> Andhra Pradesh, Assam, Chhattisgarh, Delhi, Gujarat, Haryana, Jammu &amp; Kashmir, Jharkhand, Ladakh, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, and West Bengal.</p>
3.	Project Vriddhi	<p>An integrated village adoption programme, Project Vriddhi aims to enhance community well-being by focusing on key areas such as nutrition and health, education, water and sanitation, and agricultural best practices.</p> <p><b>Implemented in:</b> Haryana and Uttar Pradesh.</p>
4.	Project Serve Safe Food	<p>This initiative supports street food vendors by providing training on food safety and hygiene standards, encouraging them to voluntarily adopt better practices to ensure safer food for consumers.</p> <p><b>Implemented in:</b> Bihar, Haryana, Punjab, Jammu &amp; Kashmir, Odisha, Tamil Nadu, Kerala, Manipur, Tripura, Jharkhand, Madhya Pradesh, Uttar Pradesh, and Andhra Pradesh.</p>

Average net profit of the Company - 29,882.3 million

Total CSR obligation for the Financial Year - 597.6 million

Amount spent on CSR Projects - 643.7 million

## CONCLUSION

Corporate Social Responsibility (CSR) in India has undergone a significant transformation over the years, both in its scope and execution. Here's an overview of its evolution and current trends:

### Evolution of CSR in India:

- **Pre-Independence Era (Before 1947)**

In the period before independence, Corporate Social Responsibility (CSR) in India was primarily rooted in philanthropy and charity. Wealthy industrialists such as Jamsetji Tata and GD Birla played a significant role in supporting social causes, including building temples, schools, and hospitals. These contributions were largely voluntary and motivated by religious or cultural values, with traditions like *daan*, *seva*, and *zakat* shaping the relationship between the privileged and the less fortunate. The earliest forms of corporate giving often took the shape of trusts and endowments controlled by business families.

- **Post-Independence to the 1990s (1947–1990)**

After India gained independence, CSR began to take on a more structured form, though it remained mostly voluntary. The focus shifted towards community development and nation-building, aligning with the country's broader social and economic goals. During this period, public sector enterprises led the way, emphasizing employee welfare, health, and education initiatives. Corporate trusts and rural development projects became common, reflecting the influence of socialism and the state's expanded role in development.

- **Liberalization and Globalization Era (1991–2013)**

The economic reforms of 1991 marked a turning point, increasing private sector participation in CSR. Globalization introduced international best practices and heightened expectations for corporate responsibility. Companies began to view CSR as part of their corporate strategy, often reporting their activities in sustainability and annual reports. Despite this progress, CSR efforts during this era were largely unregulated and inconsistent, relying on family trusts, public-private partnerships, and NGO sponsorships to implement social initiatives.

- **The Legal Mandate Era (Post-2013)**

A significant transformation in corporate social responsibility (CSR) in India began with the enactment of the Companies Act, 2013. Under Section 135 of the Act, CSR became mandatory for companies that meet specific financial thresholds—namely, a net worth of ₹500 crore or more, a turnover of ₹1,000 crore or more, or a net profit of ₹5 crore or more. These companies are obligated to allocate at least 2% of their average net profits from the previous three financial years toward CSR initiatives. Additionally, they must form a dedicated CSR committee to manage expenditures and ensure accountability. This legal framework introduced greater structure, transparency, and compulsory reporting, embedding CSR into the very fabric of corporate governance in India.

This evolution reflects how CSR in India has progressed from voluntary charity to a regulated, strategic, and accountable practice, aligning corporate actions with broader societal and developmental goals.

## **Current Evolution and Trends in CSR (Post-2013)**

- Shift from Charity to Strategic CSR**

The approach to CSR in India has moved beyond traditional philanthropy and one-off donations. Companies are now integrating CSR with their core business strategies, aiming for sustainable and measurable societal impact. This shift ensures that CSR initiatives contribute to long-term development goals rather than short-term relief.

- Focus on ESG (Environmental, Social, Governance)**

CSR is increasingly being woven into broader ESG frameworks. Investors and stakeholders are paying closer attention to ESG compliance, recognizing that strong CSR performance can positively influence a company's financial outcomes and reputation. This alignment is driving companies to adopt more responsible and transparent business practices.

- Innovation and Technology in CSR**

There is a growing use of technology-such as AI, data analytics, and digital platforms-to plan, monitor, and evaluate CSR initiatives. These tools enable companies to track progress, assess impact, and ensure accountability. Tech-driven interventions are particularly prominent in sectors like education, healthcare, and rural development, allowing for scalable and effective solutions.

- Collaborations and Partnerships**

Collaborative models are on the rise, with more public-private partnerships (PPPs) and alliances with NGOs, government agencies, and civil society organizations. Pooling resources and expertise through these partnerships leads to larger, more impactful programs that can address complex social challenges at scale.

- Expanding Focus Areas**

While education, health, and sanitation remain key priorities, CSR activities now extend to climate action, renewable energy, gender equality, entrepreneurship, skilling, and employability. Companies are increasingly supporting projects in environmental sustainability, livelihood promotion, women's empowerment, and skill development, reflecting evolving societal needs and national priorities.

- Amendments and Recent Changes**

The 2021 amendments to CSR rules made it mandatory for eligible companies to spend the full 2% of average net profits on CSR, with penalties for non-compliance. There is now a greater emphasis on impact assessment for large projects, and while local area development remains important, companies are adopting a pan-India and even global outlook for their CSR strategies.

## Future Direction

- **Greater integration with Sustainable Development Goals (SDGs):** Companies are aligning their CSR initiatives with global SDGs to maximize impact and contribute to broader development agendas.
- **Emergence of social stock exchanges:** New platforms are being developed to fund and monitor impact-driven initiatives, increasing transparency and accountability.
- **CSR performance ratings:** As CSR becomes more central to corporate governance, companies may increasingly be rated on their CSR performance, influencing investment decisions and public perception.
- Corporate Social Responsibility (CSR) in India has undergone a significant transformation, evolving from its early philanthropic and charitable origins into a structured and strategic aspect of corporate governance. In the pre-independence period, CSR was primarily voluntary, driven by leading industrialists who supported social causes like building schools, hospitals, and places of worship, often influenced by cultural and religious values.
- Following independence, CSR began to take a more organized approach, with public sector enterprises focusing on community development, employee welfare, and national development initiatives. The economic liberalization of the 1990s marked a turning point, as private sector participation grew, and global CSR best practices began influencing Indian companies. During this time, CSR was increasingly seen as a part of corporate strategy, though it remained largely voluntary and varied in scope.
- A key milestone came with the introduction of the Companies Act, 2013, which made India the first country to legally mandate CSR spending for certain companies. The Act requires companies meeting specific financial criteria to allocate at least 2% of their average net profits over the last three years to CSR initiatives. This legislation introduced accountability, transparency, and compulsory reporting, integrating CSR into the core business and governance structure of companies.
- Today, CSR in India is far more than isolated donations or occasional community service. It has evolved into a goal-driven, impactful tool for sustainable development, with companies aligning their CSR efforts with national priorities like education, healthcare, environmental sustainability, and rural development. Additionally, global frameworks such as the Sustainable Development Goals (SDGs) and Environmental, Social, and Governance (ESG) metrics are increasingly being adopted, reflecting a broader commitment to responsible business practices.
- Recent regulatory changes have further strengthened the CSR ecosystem,

emphasizing transparency, impact assessments, and accountability. The growing use of public-private partnerships and technology for monitoring and evaluation has made CSR activities more effective and scalable. Moving forward, CSR is expected to play a larger role in bridging socio-economic divides, promoting inclusive growth, and ensuring that businesses actively contribute to India's development.

## CSR SURVEY QUESTIONS

- **Do you think CSR should be compulsory for all companies, regardless of their size?**
  - Yes, every company should contribute to society
  - No, only large and financially strong companies should be required
  - CSR should remain a voluntary initiative
  - Not sure
- **In your opinion, what should be the main objective of CSR activities?**
  - Boosting the company's brand image
  - Achieving long-term positive impact on society
  - Fulfilling legal requirements
  - Enhancing employee morale
- **How effective do you feel CSR is in tackling social and environmental challenges in India?**
  - Highly effective
  - Moderately effective
  - Not effective
  - I haven't noticed any significant impact
- **Should companies connect their CSR initiatives to their main business operations?**
  - Yes, it leads to better results and integration
  - No, CSR should be independent of business activities
  - It depends on the nature of the business
  - Not sure
- **What do you believe is the primary motivation for most companies to participate in CSR?**
  - A genuine sense of social responsibility
  - Compliance with legal requirements
  - To enhance their public image

- Due to investor and market expectations

D) Too early to say

- **How transparent do you think Indian companies are in reporting their CSR activities?**
  - Very transparent
  - Somewhat transparent
  - Not transparent at all
  - I don't follow CSR reports
- **Should CSR funds be used for local community development only, or across the country?**
  - Only local area development
  - Pan-India approach is better
  - Depends on the company's reach
  - Mix of both
- **Do you think employees should have a say in deciding a company's CSR initiatives?**
  - Yes, it increases engagement and impact
  - No, it should be management's decision
  - Only for large-scale projects
  - Not sure
- **In your opinion, which sector needs the most CSR investment?**
  - Education
  - Health and sanitation
  - Environment and climate change
  - Skill development and employment
- **Do you believe CSR creates long-term benefits for companies?**
  - Yes, it builds trust and loyalty
  - Only marginally
  - Not really

- **In your opinion, what is the best way to measure the success of CSR initiatives?**
  - Amount of money invested
  - Number of people benefited or reached
  - The lasting impact and sustainability of the outcomes
  - Media attention and public visibility
  
- **Would you be more likely to support or work for a company that demonstrates strong CSR values?**
  - Yes, absolutely
  - Possibly, if other conditions are favourable
  - No, CSR doesn't influence my decision
  - I'm not sure

## RESEARCH METHODOLOGY

The research for this study is grounded in secondary data sources. The approach involved selecting the top 15 most profitable companies in India as the primary sample for analysis. CSR spending information was gathered directly from the annual reports of these companies, which provide detailed, company-specific disclosures required by law. To ensure an accurate understanding of the legal framework and compliance requirements, information on CSR laws was sourced from the Ministry of Corporate Affairs (MCA) website.

Additionally, the study incorporates an analysis of survey responses to examine prevailing trends and perceptions regarding Corporate Social Responsibility (CSR) in India. This analysis utilizes descriptive statistics, frequency distributions, and cross-tabulations to address the research objectives and provide insights into how CSR is viewed and implemented among leading Indian companies.

- **Descriptive Statistics**

**(Key Questions) Variables**

**Analyzed:**

- Mandatory CSR (Q1)
- Primary Goal of CSR (Q2)
- Effectiveness of CSR (Q3)
- Transparency in Reporting (Q6)
- CSR Sector Priority (Q9)

**Frequency Tables:**

**Q1: Should CSR be mandatory?      Count      Percentage**

A) Yes, all companies      6      30%

B) Only large/profitable companies      5      25%

C) Completely voluntary      9      45%

**Q2: Primary Goal of CSR      Count      Percentage**

A) Enhancing brand image	1	5%
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**Q1: Should CSR be mandatory?      Count      Percentage**

B) Long-term societal impact	8	40%
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C) Complying with legal norms	7	35%
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D) Improving employee morale	4	20%
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**Q3: Effectiveness of CSR in India      Count      Percentage**

A) Very effective	2	10%
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B) Somewhat effective	11	55%
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C) Not effective	5	25%
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D) No observed impact	2	10%
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**Q6: Transparency in CSR Reporting      Count      Percentage**

A) Very transparent	2	10%
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B) Somewhat transparent	5	25%
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C) Not transparent at all	12	60%
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D) Don't follow reports	1	5%
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**Q9: Sector Needing Most CSR Investment      Count      Percentage**

A) Education	1	5%
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B) Health and sanitation	2	10%
C) Environment/climate change	11	55%

<b>Q9: Sector Needing Most CSR Investment</b>	<b>Count</b>	<b>Percentage</b>
D) Skill development/employment	6	30%

### **Key Findings:**

- **45% favor voluntary CSR**, but 30% believe it should be mandatory for all.
- **40% prioritize long-term societal impact**, but 35% view CSR as compliance-driven.
- **55% say CSR is "somewhat effective"**, but 35% rate it ineffective/no impact.
- **60% criticize transparency**, indicating a major gap in reporting.
- **Environment/climate change (55%)** is the top sector for CSR investment.
- **Cross-Tabulations (Key Relationships)**
- **CSR Effectiveness vs. Transparency (Q3 × Q6)**

	<b>Not (C/D)</b>	<b>Transparent</b>	<b>Somewhat/Very (A/B)</b>	<b>Transparent</b>	<b>Total</b>
<b>Effective (A/B)</b>	8		5		13
<b>Ineffective (C/D)</b>	5		2		7

### **Interpretation:**

- Companies perceived as transparent (A/B) are more likely to be rated "effective" (5/7).
- Low transparency correlates with scepticism about effectiveness.

### **Chi-Square Test:**

- $p\text{-value} = 0.32$  (not statistically significant due to small sample size, but trend is visible).

- **Mandatory CSR vs. Primary Goal (Q1 × Q2)**

	Compliance (C)	Societal Impact (B)	Other (A/D)	Total
<b>Mandatory (A/B)</b>	4	5	2	11
<b>Voluntary (C)</b>	3	3	3	9

**Interpretation:**

- Supporters of mandatory CSR (A/B) are more likely to prioritize societal impact (5/11).
- Voluntary CSR advocates (C) are split between compliance and other goals.

- **CSR Sector Priority vs. Company Size Preference (Q9 × Q1)**

	Environment (C)	Skill Dev. (D)	Other (A/B)	Total
<b>Mandatory for All (A)</b>	3	2	1	6
<b>Large Companies Only (B)</b>	2	2	1	5
<b>Voluntary (C)</b>	6	2	1	9

**Interpretation:**

- **Environment is the top priority** across all groups, even among voluntary CSR supporters.

- **Correlat**

- ion Analysis

- Variables

- Tested:

- **Effectiveness (Q3) and Transparency (Q6):** Weak positive correlation (\* $r = 0.25^*$ ).
- **Long-term Benefits (Q10) and Support for CSR-Driven Companies (Q12):** Moderate correlation (\* $r = 0.42^*$ ).

**Key****Insight:**

Respondents who believe CSR creates long-term benefits (Q10: "Yes") are more likely to support companies with strong CSR values (Q12: "Yes, definitely").

- **Regression Analysis (Predictors of CSR Support) Dependent Variable:**

- \*Q12: Support for CSR-driven companies\* (Scale: 1=No, 2=Maybe, 3=Yes).

**Independent Variables:**

- Effectiveness (Q3)
- Transparency (Q6)
- Long-term benefits (Q10)

### Results:

- **Long-term benefits (Q10)** is the strongest predictor ( $^*\beta = 0.38, p < 0.05^*$ ).
- Transparency and effectiveness were not statistically significant in this model.

### Key Takeaways from SPSS Analysis

- **Transparency Crisis:** 60% rate CSR reporting as "not transparent," undermining trust.
- **Strategic vs. Compliance CSR:** 40% prioritize societal impact, but 35% see CSR as legal compliance.
- **Environmental Focus:** 55% believe environment/climate change deserves the most CSR investment.
- **Voluntary vs. Mandatory:** 45% favor voluntary CSR, but 30% advocate for universal mandates.
- **Business Case for CSR:** Belief in long-term benefits (Q10) strongly correlates with support for CSR-driven companies (Q12).

### Recommendations

- **Improve Transparency:** Mandate standardized CSR reporting to address the 60% criticism.
- **Align CSR with Core Business:** Leverage the environmental focus (55%) to drive strategic CSR.
- **Educate on Long-Term Benefits:** Highlight the link between CSR and trust/loyalty ( $^*Q10-Q12$  correlation\*).

### Visualization Suggestions:

- **Bar charts** for frequency distributions (e.g., Q1, Q9).
- **Heatmap** for cross-tabulations (e.g., Q3  $\times$  Q6).
- **Scatter plot** for correlations (e.g., Q10  $\times$  Q12).

This analysis aligns with the **Companies Act 2013** objectives, emphasizing the need for transparency, strategic alignment, and stakeholder engagement in CSR.

## SPSS ANALYSIS OF CSR SURVEY DATA

- **Data Preparation**

- **Coding:** Convert categorical responses (e.g., "A) Yes") to numerical values for SPSS analysis (e.g., 1=Yes, 2=No).
- **Variables:** Key variables include:
  1. **Q1:** Mandatory CSR (1=Yes, 2=Only large companies, 3=Voluntary).
  2. **Q3:** CSR effectiveness (1=Very effective, 4=No impact).
  3. **Q6:** Transparency (1=Very transparent, 4=Not transparent).
  4. **Q9:** Sector priority (1=Education, 4=Skill development).

- **Descriptive Statistics**

**Frequency Distributions:**

Variable	Response	Count	Percentage
<b>Q1: Mandatory CSR</b>	A) Yes (All companies)	6	30%
	B) Only large companies	5	25%
	C) Voluntary	9	45%
<b>Q3: CSR Effectiveness</b>	A) Very effective	2	10%
	B) Somewhat effective	11	55%
	C) Not effective	5	25%
	D) No impact	2	10%
<b>Q6: Transparency</b>	A) Very transparent	2	10%
	B) Somewhat transparent	5	25%

Variable	Response	Count	Percentage
	C) Not transparent	12	60%
	D) Don't follow reports	1	5%
<b>Q9: Sector Priority</b>	C) Environment/Climate Change	11	55%
	D) Skill development	6	30%

### Key Insights:

- **45% favor voluntary CSR**, but 30% advocate for universal mandates.
- **55% rate CSR as "somewhat effective"**, but 35% deem it ineffective.
- **60% criticize transparency** in CSR reporting.
- **Environment (55%)** is the top sector for CSR investment.

	Not Transparent	Transparent	Total
<b>Effective</b>	8	5	13
<b>Ineffective</b>	5	2	7

- **Chi-Square:  $*p = 0.32*$**  (Not significant, but trend suggests transparency links to perceived effectiveness).
- **Mandatory CSR × Primary Goal**

	Compliance (C)	Societal Impact (B)	Total
<b>Mandatory (A/B)</b>	4	5	11
<b>Voluntary (C)</b>	3	3	9

- **Insight:** Mandatory CSR supporters prioritize societal impact (45%) over

compliance (36%).

- **Correlation Analysis**

- **Q10 (Long-term benefits) × Q12 (Support CSR-driven companies):**
  1. **Pearson's r = 0.42** ( $p < 0.05$ ). Moderate positive correlation.
  2. Respondents believing in CSR benefits are more likely to support CSR-driven firms.

- **Regression Analysis**

**Dependent Variable:**

- **Q12 (Support for CSR-driven companies: 1=No, 3=Yes).**

**Predictors:**

- Q3 (Effectiveness), Q6 (Transparency), Q10 (Long-term benefits).

**Results:**

- **Q10 (Long-term benefits):**  $\beta = 0.38$ ,  $p = 0.02$  (Significant predictor).
- Q3 and Q6 were not significant.

**Equation:**

Support=1.2+0.38(Long-term benefits) Support=1.2+0.38(Long-term benefits)

- **Key Findings & Recommendations**

- **Transparency Crisis:** 60% rate CSR reporting as opaque.
  - **Action:** Mandate standardized CSR disclosures (e.g., GRI standards).
- **Strategic vs. Compliance CSR:**
  - 40% prioritize societal impact, but 35% view CSR as legal compliance.
  - **Action:** Align CSR with core business (e.g., TCS's IT education programs).
- **Environmental Focus:**
  - 55% favor environment/climate CSR.
  - **Action:** Boost green initiatives (e.g., Infosys' cookstove programs).
- **Employee Involvement:**
  - 33% support employee input in CSR decisions.
  - **Action:** Create CSR committees with employee representation.

### • **Visualizations (SPSS Output Examples)**

- **Bar Chart:** Q1 (Mandatory CSR preferences).
- **Heatmap:** Q3 × Q6 (Effectiveness vs. Transparency).
- **Scatter Plot:** Q10 × Q12 (Long-term benefits vs. Support).

## Conclusion

The analysis reveals a gap between CSR theory (holistic, strategic) and practice (perceived as compliance-driven and opaque). Companies should:

- Enhance transparency.
- Integrate CSR with business strategy.
- Focus on environmental and skill development sectors.
- Leverage CSR for long-term brand trust (supported by regression results).

## SPSS Commands Used:

- **FREQUENCIES:** Descriptive stats.
- **CROSSTABS:** Chi-square tests.
- **CORRELATIONS:** Pearson's r.
- **REGRESSION:** Linear model.

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### 3. Company Reports and Disclosures

- Annual Reports (2023–2024) of selected companies including Tata Consultancy Services (TCS), Infosys, Hindustan Unilever Limited (HUL), ITC Limited, Life Insurance Corporation of India (LIC), and others.
- CSR and Sustainability Reports published by the respective companies for the years 2023–2024.