

CSR(Corporate Social Responsibility) in India : A Study on Public and Private Sector Enterprises

Devendra Singh Jadon^{1*}, Dr. Vaishali Rahate ²,

^{1*}(Research Scholar, Datta Meghe Institute of Management Studies, Nagpur)

²(Professor & Supervisor, Datta Meghe Institute of Management Studies, Nagpur)

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ARTICLE INFO	ABSTRACT
	A company can exercise social responsibility for its clients, staff, and other stakeholders by putting Corporate Social Responsibility into practice, which is a self-policing business strategy. Companies can be conscious of how their actions impact the social, economic, and environmental aspects of society by engaging in corporate citizenship, often known as corporate social responsibility. As a company practices Corporate Social Responsibility (CSR), it means that it manages its operations in a way that benefits society and the environment rather than detracting from them. A continuous research is required to understand how social and economic requirements are evolving and how business entities may help stakeholders and society as a whole achieve their goals.

CSR in India:

In India, Corporate Social Responsibility has long associated with philanthropy. In accordance with Indian customs, it was a done rather than considered activity. Consequently, there is a dearth of documentation regarding particular actions associated with this idea. Nonetheless, it is clear from this that a large portion of this had a national flavour to it. As some observers have noted, Corporate Social Responsibility (CSR) in India is still mostly focused on Philanthropy, but it has shifted from institutional development – which includes research, education, and culture to community development through a variety of programs. In India, corporate social responsibility has long been associated with philanthropy. Additionally, it was a performed rather than planned activity in accordance with Indian tradition. Consequently, there is a dearth of documentation regarding particular actions associated with this idea. Nonetheless, it is clear from this that a large portion of this had a national flavour to it. As some observers have noted, Corporate Social Responsibility (CSR) in India is still mostly focused on philanthropy, but is has shifted from institutional development – which includes research, education, and culture- to community development through a variety of programs. Additionally, there seems to be a shift in the trend, whereby while CSR is still mostly limited to community development, it is increasingly being applied to other sectors of society as well as to active and demanding communities.

Statement of the Problem:

CSR is a topic that is widely disputed and misunderstood. “Business of the business is to do business and nothing else,” goes a proverb in the industry. Since profit is essential to the operation and expansion of the business, it is the sole and primary goal of the enterprise. But CSR is quickly emerging as a more popular company tactic both nationally and worldwide. There are two main ideas in corporate social responsibility. The shareholders are involved in the first. To optimize the company’s worth to the shareholders, it is imperative that the organization implement equitable and ethical business procedures. The other idea has to do with society. From a social standpoint, businesses need to acknowledge their accountability for environmental and social challenges. CSR can be understood as a strategic business approach that involves managing the company to meet legal, ethical, social, commercial, and public expectations. In order to achieve social goals and solves social issues, a comprehensive system of policies, practices, and programs that are an integral part of corporate operations or activities are thus in place. Research carried out thus far has demonstrated an uneven and biased CSR. Businesses have varying philosophies towards the social causes and

acceptability of CSR as one of its primary duties. CSR has been viewed as a key business function for sustainability by several company houses. Some have viewed it as a social need and a philanthropic endeavour. Consequently, the corporate homes across the global adoption of diverse CSR practices. Research is required to understand the growing social and economic demands as well as how private and public business entities contribute to the fulfilment of stakeholder and societal goals.

Literature Review:

Corporate Social Responsibility, or CSR, is the practice by which a business may really enhance its own financial value and reputation. With more knowledge and information available to us now, we are moving towards swift changes. It is expanding with time, becoming larger and larger. Growing with the passage of time is the outcome of our increasing knowledge and information, which leads us to the quick changes. According to Mikael Holmgvist's 2009 research, firms have been paying more attention to their social obligation to protect the health and well-being of their employees during the past few decades. Better health and wellness for workers at work and the ability to sustain ethical business in a social-competitive environment are two benefits of this method. He saw corporate social control, or CSR, as a form of social control. Coal India Limited, the company takes a log of initiatives to serve the society.

In 2011 Hartman : "CSR in the nourishment segment" by Hartman examined the importance of CSR in the agriculture sector, with a particular focus on companies with strong brand perception. Mallen (2012): Described how CSR trends have changed over time. The shift affected both business and society, and it is also clarifies three essential aspects of how trends change. According to the Economic Times article "CSR: A shroud for hoodlums" (October 21, 2012), many businesses that adhere to corporate social responsibility (CSR) are concerned about financial disaster, dishonesty and unusually unsocial sources.

Objectives:

Against this background, the following overarching goals from the foundation of the proposed initiative:

1. To evaluate the CSR of India's leading Public/Private business conglomerates towards fulfilments of social and economic demands of society.
2. To look into the differences between CSR Projects in the Public & Private sector enterprises.

Hypothesis:

The following hypothesis forms the basis of the proposed study:

1. That there is a difference in CSR initiatives between the public and Private sectors.
2. The financial aid packages provided to the displaced individuals are insufficient.

Research Methodology:

Coverage & Data collection: The goal of the proposed project is to examine the CSR efforts of Public and Private sector in the context of India as a whole. Data collection has been done from the reliable sources of concerned Public/Private company website, company publications and Government records.

Data Analysis:

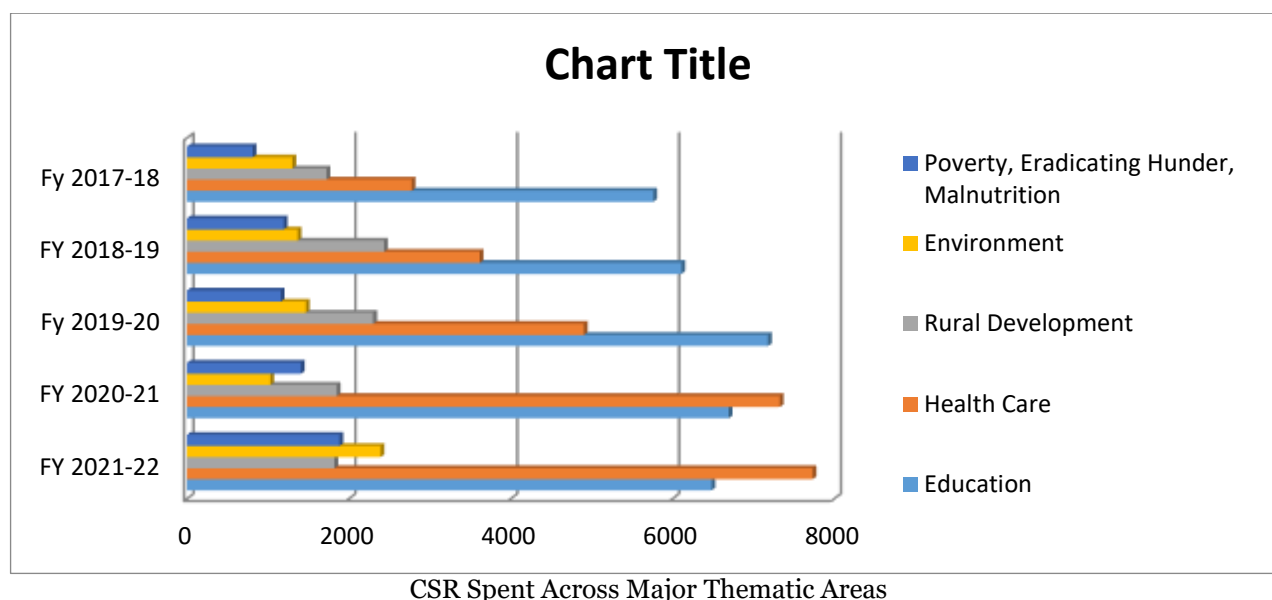
Development sector wise CSR spends in India:

TABLE - 01

Development Sector	Amount Spent				
	FY 2017-18 (INR Cr.)	FY 2018-19 (INR Cr.)	FY 2019-20 (INR Cr.)	FY 2020-21 (INR Cr.)	FY 2021-22 (INR Cr.)
Education	5763.45	6111.66	7179.51	6693.25	6482.72
Health Care	2776.95	3617.15	4905.72	7325.83	7731.58
Rural Development Project	1724.07	2434.17	2301.02	1850.71	1721.7
Environmental Sustainability	1301.96	1368.27	1470.53	1030.16	2392.32
Poverty, Eradicating Hunger, Malnutrition	811.2	1195.78	1159.71	1407.58	1885.01
Livelihood Enhancement Project	832.4	907.98	1077.72	938.91	827.2
Vocational Skills	546.46	798.36	1181.23	717.65	1027.37
Prime Minister's National Relief Fund	200.42	322.19	798.43	1698.38	1202.48
Other Central Government Funds	292.73	731.06	932.16	1618.17	308.24
Art and Culture	395.22	225.94	933.57	493.13	242.05

Sanitation	460.68	506.66	521.72	338.97	307.23
Training to promote Sports	285.41	310.16	304	243.39	289.32
Women Empowerment	251.37	236.54	259.57	206	253.86
Safe Drinking Water	220.87	228.23	253.4	203.13	180.05
Conservation of Natural Resources	228.14	173.55	160.6	92	272.72
Special Education	140.01	186.13	196.88	209.24	187.02
Socio-Economic Inequalities	155.95	167.92	214.88	149.81	161.72
Animal Welfare	63.52	98.33	106.12	193.55	166.82
Swachh Bharat Kosh	272.07	95.5	53.47	161.35	33.47
Setting up Homes and Hostels for women	70.58	57.01	48.5	44.52	100.71
Armed Forces, Veterans, War Widows / Dependents	29.09	90.18	62.06	84.05	46.85
Gender Equality	24.01	51.86	82.93	43.83	97.86
Slum Area Development	39.16	51.06	42.94	88.95	58.14
Senior Citizens Welfare	40.1	46.52	52.33	56.47	77.74
Agro Forestry	66.79	64.75	67.38	20.9	30.27
Technology Incubators	16.94	32.1	53.5	62.62	8.57
Setting Up Orphanage	39.87	12.89	36.5	21.88	26.81
Clean Ganga Fund	33.96	8.11	6.63	13.39	55.31

* Source www.csr.gov.in



Over the years, CSR expenditure have mostly supported projects aimed at Education, Health Care, Rural Development, Environment & Eradicating Hunger/Poverty/Malnutrition, in accordance with the categories listed as in Schedule VII of the Companies Act, 2013 and further amendments. Vocational skill Development and Livelihood Enhancement projects are the other two major thematic areas.

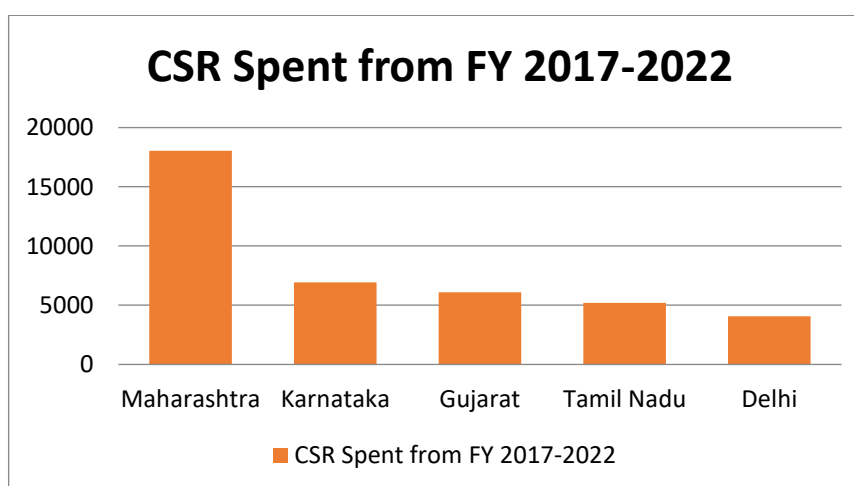
(A) State Receiving the Highest CSR Funding

TABLE - 02

State	Amount Spent (INR Cr)				
	2017-18	2018-19	2019-20	2020-21	2021-22
Maharashtra	2797.53	3147.72	3353.24	3464.81	5290.19
Karnataka	1145.79	1257.69	1448.16	1277.81	18.12.13
Gujarat	967.97	1082.18	984.37	1461.6	1585.41
Tamil Nadu	669.65	877.08	1072.26	1174.07	1407.11
Delhi	579.37	750.85	830	724.59	1178.01
Uttar Pradesh	435.21	521.32	577.98	907.32	1330.6
Andhra Pradesh	575.07	665.97	710.23	719.81	642.78
Odisha	504.22	697.91	717.39	578.16	653.67
Rajasthan	443.35	595.49	734.12	670	704.27
Telangana	380.57	428.06	445.8	627.71	675.75
Haryana	363.43	378.11	537.91	550.86	667.22
West Bengal	338.32	382.23	423.85	471.48	558.56

Madhya Pradesh	163.92	243.55	220.46	375.51	424.99
Kerala	219.73	354.78	298.56	290.67	236.89
Assam	211.33	210	285	180.23	400.03
Chattisgarh	176.7	149.35	269.68	325.63	297.8
Punjab	112.36	166.85	189.44	158.46	181.22
Jharkhand	109.23	109.8	155.21	226.54	192.79
Uttarakhand	85.79	172.31	124.7	160.58	226.09
Bihar	106.17	137.95	110.48	89.89	165.66
Himachal Pradesh	69.23	78.79	78.78	106.31	140.15
Goa	53.77	46.77	43.91	41.92	44.14
Jammu & Kashmir	50.77	36.44	25.27	35.56	49.75
Arunachal Pradesh	11.91	24.56	18.02	10.58	119.39
Chandigarh	20.51	11.46	15.58	13.4	50.19
Meghalaya	11.18	16.54	17.65	17.63	19.63
Dadra & Nagar Haveli	6.98	13.48	18.34	21.98	14.11
Sikkim	7	5.87	10.99	17.28	28.24
Tripura	1.88	23.06	9.4	9.29	15.91
Manipur	4.81	7.81	14.21	10.39	15.62
Pondicherry	6.09	9.15	11.32	12.43	9.31
Daman & Diu	20.23	6.25	9.53	5.25	4.13
Leh & Ladakh	0	0	0	0	14.84
Andaman & Nicobar	0.73	0.82	1.29	2.86	9.02
Mizoram	1.28	0.11	0.25	0.97	6.94
Lakshadweep	2.27	0.39	0	0.01	0.45

* Source www.csr.gov.in



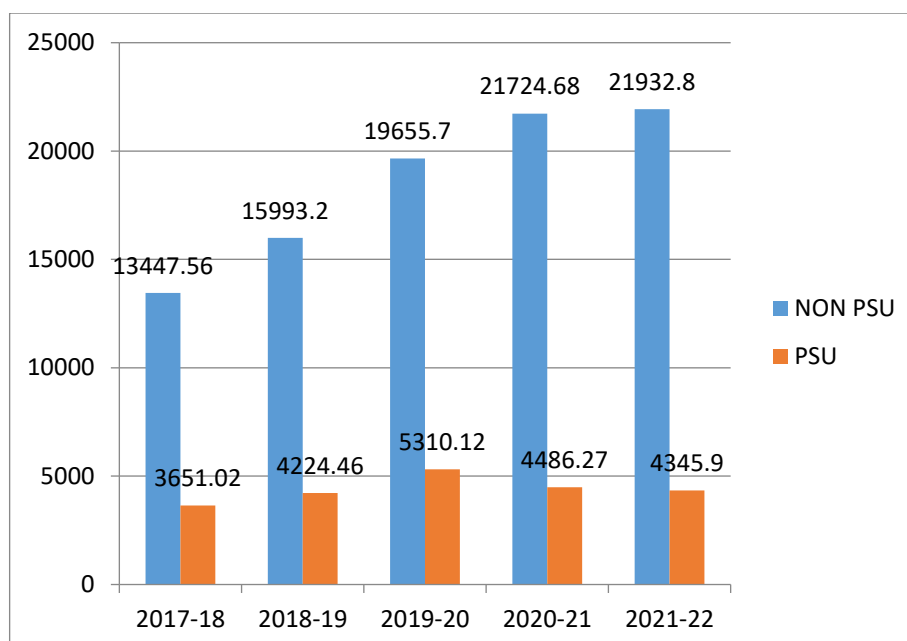
The CSR over the year have a positive trend in terms of expenditure. However, few of the Indian states are getting more CSR project and some of the states where social and economic up liftment is required much are getting less CSR.

(B) Contribution of PSUs & Non-PSU companies in CSR

TABLE-03

PSU / NON PSU	NON PSU		PSU		TOTAL	
	Total Companies	Amount Spent	Total Companies	Amount Spent	Total Companies	Amount Spent
FY 2017-18	20984	13447.56	541	3651.02	21525	17098.58
FY 2018-19	24562	15993.2	619	4224.46	25181	20217.66
FY 2019-20	22502	19655.7	483	5310.12	22985	24965.82
FY 2020-21	20392	21724.68	448	4486.27	20840	26210.95
FY 2021-22	18713	21932.8	330	4345.9	19043	26278.7

* Source www.csr.gov.in



The share of CSR spent by PSU business entities remains almost constant over the years, whereas the same has witnessed growth in Private sector entities.

Conclusion:

To sum up, CSR is not the same as philanthropy. It's a wise business move and a constructive trade practice. Businesspeople can better understand how their actions impact the environment, internal and external communities, and the outside world by participating in the Corporate Social Responsibility (CSR) process. The government uses corporate Social Responsibility (CSR) as a useful tool to enforce labour, environmental, and industrial restrictions. The industries are investing more on CSR, as a result business now embrace robust and open CSR policies, and CSR is now seen as a key component of their overall business plan. According to the study Private sector industries have the majority expenditure in overall CSR spent in the Country. Although, a lot of the businesses disregard the Companies Act's requirement for corporate responsiveness and opt out due to prior losses and other factors. There is still more that corporate India, industry associations, non-governmental organizations, and civil society can do to improve the scope and inclusivity of CSR initiatives.

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