



Present Position of Corporate Social Responsibility (CSR) in India: A Descriptive Study

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Authors' contributions

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ABSTRACT

How much attention is being given to Corporate Social Responsibility (CSR), is very important for any country. India is a developing country, there are immense opportunities for progress here. Here so many companies are doing their business and making a lot of profit by using the resources of this country. In such a situation, it is the duty of all these companies that this company should also spend some part of their profits on society. The part they will spend on is Corporate Social Responsibility (CSR). India is the first country to implement it compulsorily. The government has made a criterion that the companies that will come under this scope will spend on Corporate Social Responsibility (CSR) that it will be necessary for them to spend it on a legal basis. Most of the corporate social responsibility (CSR) private companies are given in India.

In this paper, we will know what is the meaning of Corporate Social Responsibility (CSR). Where did it emerge from? What is its condition inside India? We will take all the data from the sites of the Government of India. Here we will know who has given his views on Corporate Social Responsibility (CSR). In this paper, we will know what is the problem of Corporate Social Responsibility (CSR) in India. All this will be a selective study. This paper will be beneficial for students and other people. It will provide an overview of all of the Corporate Social Responsibility (CSR) in India. By reading this, we will be able to know a lot about Corporate Social Responsibility (CSR).

Keywords: *Corporate social responsibility; CSR challenges; Act 2013; company; India.*

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1. INTRODUCTION

A business flourishes and flourishes in society. Because of society, business takes new heights because only the people of the society work in it and buy its products and services. When society does so much for a business. So it is also the responsibility of the business to take care of society like giving employment to the people who are kind to the environment. All these obligations are simply Corporate Social Responsibility (CSR). Corporate Social Responsibility (CSR) is a word that has caught the attention of society. When a company implements it, it is responsible toward society as well as towards its stakeholders. Corporate Social Responsibility (CSR) in India has been around for a long time. In India, the Tata company is contributing to CSR since 1912. When the new Act was brought in 2013 by abolishing the old Companies Act, it also gets the same description separately. Now many companies within India are contributing to this.

A comprehensive set of CSR policies, practices, and programs are included in all organizational business activities, supply chains, and decision-making processes. The legal, ethical, and commercial issues related to company operations are addressed, and it restores harmony between societal expectations and corporate profit motives. Effective CSR places a priority on achieving commercial success while upholding moral principles and the environment. As a result, it includes corporate responsibility, sustainability, corporate accountability, and business ethics [1].

When the Industrial Revolution began, the first objective of the business firm was to make a profit. Encouraged by the socio-political and technological changes, including the establishment of democracy, various sections of society started questioning the laissez-faire approach to business. Everyone said that businesses should also have some responsibility towards society. When the business uses the resources of society and with their help, it flourishes in society, then the business also becomes responsible for society [2].

CSR has become increasingly important in the last decade, as organizations seek to ensure that all members of their workforce are treated fairly and with respect. CSR has evolved to include both economic and social interests [24-32]. This included economic and social interests as well as environmental and cultural interests. It is

becoming increasingly common for companies to publicly report on their financial performance in response to pressure from various stakeholders [22,23]. Companies, consumers, employees, communities, stakeholders, and the environment can behave ethically and responsibly. The company has started including its CSR initiatives in its annual report. CSR is a way for companies to understand and respond to social issues in a way that benefits their business. A major consideration is that it is important to protect the environment and the interests of the stakeholders [16-21]. Firms in emerging economies are now more likely to engage in corporate social responsibility (CSR) activities, and the Indian Ministry of Corporate Affairs has issued voluntary guidelines for firms. Directions have been issued to help companies comply. Companies in India are very active in taking CSR initiatives and integrating them into their business processes [3]. Corporate Social Responsibility (CSR) is a means of putting into practice Gandhiji's principle of "trusteeship". He is not the owner of the money, but its trustee means only the keeper or watchman. The industrialist who earns crores of rupees should realize his social responsibility. India is a developing country, development is yet to happen here. Right now, new companies will emerge here and there. The company is currently working in India [42-45]. There are many opportunities in front of all those companies to make a profit and grow. When the company will earn a good profit, then it will be able to contribute well to Corporate Social Responsibility. In this way, we can say that the future of Corporate Social Responsibility (CSR) is bright in India. The company can make a good profit when it does business in a developing country. There are immense possibilities for development in a country like India. Here the future of Corporate Social Responsibility seems bright [33-41].

Corporate Social Responsibility (CSR) is the process of funding and grants. Non-profit organizations (NGOs) receive financial and other help from the corporate sector. Under the Companies Act 2013 in India, it is a mandatory provision to contribute 2% of the average net profit of the company. Corporate Social Responsibility (CSR) is implemented as per sub-section 1 of section 135 of the Companies Act, 2013. For companies whose annual net worth is Rs 500 crore or annual income is 1000 crore or annual profit is 5 crore, then they must spend on Corporate Social Responsibility (CSR) [46-55]. This expenditure should be at least 2% of the

average profit of three years. According to the provision, the company should also have a Corporate Social Responsibility (CSR) committee on the board [72-75]. The provisions of Corporate Social Responsibility (CSR) will apply to all companies, which are doing business in India.

1.1 Concept of Corporate Responsibility (CSR)

The term stakeholder includes everyone who has an impact on a company's success, from customers and consumers to governments and regulatory authorities. The stakeholders in this business are various sectors of society that require the resources it produces and the services it provides. Corporations are parasites in society, extracting resources without giving anything in return. CSR is a term that was reformulated to reflect the idea that companies should take measures to ensure that they are helping their customers feel comfortable and safe online. CSR is a way of thinking that emphasizes the importance of ethical values. And other stakeholders are focused on ensuring that quality of life is rewarded in society [56-61]. The term responsibility implies that the business organization has some degree of accountability to society in general and specific social problems within the society. Corporate Social Responsibility means doing business in an ethical manner and the best interests.

Positive response to the wider community and emerging social preferences and expectations. It is a dedication to doing what is right, even if it means that others may not share the same point of view. The nature of Corporate Social Responsibility has changed over time with a focus on public goods and better corporate governance. CSR stands for Corporate Social Responsibility [62-71]. All societies have some level of expectation that organizations will act responsibly.

2. LITERATURE REVIEW

Mahabir Narwal, [4] in this paper, the author has done a qualitative study. In this, the author has told that the strict rules on the liberalization of the economy have been reduced. People no longer see business as a selfish form of profit. Society now positively looks at business. Now the concept of Corporate Social Responsibility (CSR) has improved in the business. In this paper, the author has known the perception of the people

regarding Corporate Social Responsibility (CSR). They have found that businesses have now become very aware of Corporate Social Responsibility (CSR).

Anupam Singh, [5] within this paper, the author provided empirical research to prove the impact of Corporate Social Responsibility (CSR) on the brand. He found in his research that Corporate Social Responsibility (CSR) is a major source of brand image. It is loyalty that lasts till the end. Through social initiatives, a company will not only succeed in generating favorable stakeholder attitudes and behavior but will also maintain its brand image in the long run. In this paper, the author wanted to find out that the company which contributes more towards Corporate Social Responsibility (CSR) Will its brand value be more. In this, the author has found this thing to be true.

Singh, [6] in this paper, the author has done a qualitative study. In which he gave an overview of the Corporate Social Responsibility (CSR) of India. In this, he told me which company in India has contributed and how much the company has contributed towards Corporate Social Responsibility (CSR). Which state is contributing how much within India? This was a kind of review article in which the author has written about the extent of Corporate Social Responsibility (CSR) in India. All this was told in this article.

Lee, [7] Nothing else matters to the business except maximizing profits for shareholders. Instead of using shareholder assets to benefit the company as a whole, CSR managers are using them for themselves. The purpose of this paper is to assist you in comprehending the conceptual evolution of CSR in management theory intended for. The process of rationalizing CSR is one of many ways in which CSR has developed over time. Most of the time, the level of analysis has moved from the societal level to the organizational level. Moral considerations become even more obvious as a result of this change." CSR" (corporate social responsibility) is the term used by researchers when they concentrate more on strategic and management issues. Businesses that engage in CSR are frequently more successful than those that do not, according to recent CSR research. This is due, in part, to the fact that corporate social responsibility (CSR) aids businesses in developing relationships with their employees and customers, which has the potential to boost employee morale and satisfaction. Businesses

can show that they care about the social and environmental effects of their actions by engaging in CSR (Corporate Social Responsibility). In principle, the relationship between corporate social responsibility (CSR) and corporate financial performance (CFP) strengthens over time, according to retrospective analysis. The Global Alliance for Better Nutrition is a group of companies that believe that their core business is making a positive impact on the world.

Velamuri, [8] there is a school of thought that holds corporations accountable for the needs of their stakeholders, which includes the people who own or work for the organization. To put it another way, these people think that businesses should try to collaborate with other groups and win the community's support. CSR is intended to help businesses and their stakeholders have fewer conflicts of interest, which can boost corporate value and financial performance.

Blomgren, [9] This paper appears on how executives' perceptions of CSR (Corporate Social Responsibility) and income margin affect every other. The look determined that executives with superb CSR perceptions have been much more likely to have better income margins, even as executives with bad CSR perceptions have been much more likely to have decreased income margins. Among the respondents have been senior executives from the biggest fabric corporations withinside the Norwegian market. Six of the fifteen corporations withinside the look have been owned by foreigners. This way that the outcomes of the look apply to the worldwide fabric enterprise. The outcomes right here recommend that there's no clean enterprise case for Corporate Social Responsibility (CSR) now no longer withinside the feel of assisting groups to acquire better earnings than the enterprise average, however in assisting groups to acquire higher outcomes than the enterprise average. There is a clear enterprise case for CSR withinside the feel of assisting. The findings of this look are crucial due to the fact they could assist us research greater approximately how humans behave. CSR outcomes may be greater sensible because it takes into consideration the different factors which can affect the profitability of the enterprise. CSR can assist groups to succeed, however, if humans assume an excessive amount from corporations, CSR can turn out to be a hype that subsequently dies. The outcomes of this look might also additionally assist non-income agencies, international

agencies and countrywide governments apprehend the significance of adopting a not unusual place enterprise standard. CSR is a manner of doing matters that started with countrywide governments and has turned out to be greater famous via tasks that include the United Nations Global Compact and non-income agencies which includes the Forest Stewardship Council. This chart suggests that efforts to enhance apparel manufacturing were a hit. CSR stands for "Corporate Social Responsibility". This way that corporations take steps to sell the wellness of individuals who are tormented by their enterprise, which includes employees, clients, or the environment. The greater a business CSR, the greater a hit it typically is. The worldwide apparel enterprise is doing greater to forestall baby exertions, and that is suitable for the enterprise and the kids involved. But there are matters the enterprise does to live aggressively withinside the twenty-first century, which might also additionally imply baby exertions remain happening [76-81].

Pradhan, [10] Corporate Social Responsibility (CSR) is the practice of conducting a company in a way that contributes to a sustainable improvement of society. This entails participating actively in areas like development, human resources, clients, suppliers, and other stakeholders, as well as working with the government, protecting the environment, and giving back to the neighborhood. Banks have a duty to both the community and their clients. This implies that they work to improve things and make judgments that have an impact on the entire community. A government agency that supports banks' proper operation is the Reserve Bank. He urged the banks to conduct business with consideration for people and the environment. Financial institutions help businesses do more to care for their communities and the environment. The efforts we make to make our day-to-day work cleaner, efficient and helpful to the people and social structures around us can be helpful in the long run. Solid financial planning for a sustainable economy can be facilitated by banks. Banks can work to help improve the overall quality of life in a community. Doing this will benefit all of us in many ways. Banks need to think about the big picture while planning their business. They should consider what the public wants and needs, not just what is best for the bank. We are called to promote sustainable finance so that we can help keep our planet and its resources healthy. SRI is a way of investing that is eco-friendly and helps

ameliorate social and governance issues. Banks are important in helping to finance a sustainable economy. Banks do things like implementing Corporate Social Responsibility to ensure that they are doing their part in making the world a better place. When it comes to taking care of the environment, you should always follow the guidelines set by CSR. Unless the environmental authorities take action to clean up its act, the bank will have to face a lot of trouble. If professions are respected, this can lead to general social benefits, such as increased economic activity.

3. RESEARCH METHODOLOGY

This is a descriptive study, this study is an overview on India's Corporate Social Responsibility (CSR). In this, we will use secondary data. The main source of this data is the National CSR Portal, the website of the Government of India. Along with this, we have used Journal Articles, books, and different websites in this paper. Using this data, we have made our review article which is of qualitative nature.

3.1 Objectives of the Study

- To know the present status of CSR in India.
- To know the meaning of CSR.
- To know the Contribution of different companies in CSR.
- To study the issues & challenges faced by CSR in India.

3.2 Corporate Social Responsibility Definition

Many authors define CSR are follows: (htt2) Corporate social responsibility (CSR) is how companies manage their business processes to produce an overall positive impact on society. It covers sustainability, social impact, and ethics, and done correctly should be about core business – how companies make their money –, not just add-on extras such as philanthropy.

The CSR journal [11] Corporate social responsibility is a way for a business to take social and environmental concerns into account when making decisions about its operations and interactions with its stakeholders. CSR stands for balancing economic, environmental, and social responsibilities. It means that the company is doing well and meeting the expectations of its shareholders, stakeholders, and customers. On the other hand, charity is giving money to help

people in need. CSR stands for "Corporate Social Responsibility." It is a way for businesses to think about their role in society and how they can make a difference. A company's CSR policy affects its business operations, supply chain, and human resources. However, its philanthropic work is not affected by the policy. CSR stands for Corporate Social Responsibility. It is a way for companies to take responsibility for their actions and encourage a positive impact on the environment, consumers, employees, communities, and other members of the public sector.

3.3 CSR: Opinions of Various Indian Corporates

Dr. Abdul Kalam, former President of India (2012): A mode of human development known as "sustainable development" aims to meet human needs while protecting the environment so that they can be met not only now but also for future generations.

Azim Premji, Chairman of Wipro limited, (1998): Fundamental social development is the goal of corporate social responsibility. In the context of India, it refers to an effort to bring about the vision of a just, humane, and equitable society, where every action, no matter how small, is motivated by this larger vision.

Ratan. J. Tata, Chairman, Tata Group: There are two possibilities for the emerging world. The first is to take a back seat and respond as issues occur. The second is to act as a responsible citizen and put the interests of the next generation ahead of our own so that history will not record that we have denied them a means of subsistence.

Narayana Murthy, Infosys Founder (2012): To maximize shareholder value while being fair to all stakeholders—including employees, customers, the community, the government, and the environment—is to practice social responsibility.

3.4 History of Corporate Social Responsibility (CSR) in India)[12]

1. In the 2007 adoption of inclusive growth 11th five-year plan.
2. In 2009 voluntary guidelines on corporate social responsibility.
3. In 2010 parliament standing committee on finance 21st report on companies Bill 2009.

4. In 2011 national voluntary guidelines on the social environmental and economic responsibilities of business.
5. In 2012 business responsibilities report.
6. In 2014 mandatory provisions of CSR under section 135 of the companies act 2013.

3.5 Resent Situation of CSR in India

(htt)India is a developing country, we will know how is the system of Corporate Social Responsibility (CSR) here. 17007 companies in India are associated with or contribute to Corporate Social Responsibility (CSR). This data is for the financial year 2020-2021. All this together puts a total amount of INR 24865.46 crores in Corporate Social Responsibility (CSR). Currently, 36865 Corporate Social Responsibility (CSR) projects are going on in India. Which is for different types of work. All these projects are giving many benefits to the people of the society.

Table 1. Top Seven states of India in corporate social responsibility (CSR) (htt1)

Sr. No.	State Name	Amount in Crore
1	Maharashtra	3306.72
2	Gujarat	1397.26
3	Karnataka	1205.23
4	Tamil Nadu	1082.33
5	Uttar Pradesh	826.67
6	Andhra Pradesh	662.39
7	Delhi	657.73

3.6 CSR Spent - Top 10 Companies

NATIONAL CSR PORTAL [12] Looking at the source of the National CSR Portal of the Government of India, it is known that many companies within India are contributing to this. The name of the company which is number ONE is Reliance Industries Limited, this company invests Rs 922 crores in corporate social responsibility. The second company in India, Tata Consultancy Services Limited, contributes 674 crores to Corporate Social Responsibility (CSR).

The rank of Tata Sons Private Limited is number three, this company invests Rs 545.83 crore in the activities of Corporate Social Responsibility (CSR). HDFC Bank Limited is in the fourth rank within India, which invests Rs 543.03 crore in Corporate Social Responsibility (CSR). Oil And Natural Gas Corporation Limited (ONGC) is the fifth company in India, which invests Rs 531.45

crore in Corporate Social Responsibility (CSR). After this, the sixth number is Indian Oil Corporation Limited, which invests Rs 445.09 crore in Corporate Social Responsibility (CSR). NTPC Limited Company comes at number seven, which invests Rs 418.87 crore in Corporate Social Responsibility (CSR) activities. Infosys Limited company comes at number eight, which invests Rs 361.82 crore in Corporate Social Responsibility (CSR). ITC company comes at number nine, which invests Rs 335.43 crore in Corporate Social Responsibility (CSR). After this, the company which is at number ten is WIPRO Limited, this company invests Rs 246.99 crore in Corporate Social Responsibility (CSR). There are ten companies in India that give their contribution.

3.7 CSR Spent: PSU VS. Non-PSU Companies

India is a developing country, it has a mixed economy system, which means that there are both private and public companies. In India, both public sector companies and private companies contribute towards Corporate Social Responsibility (CSR). Here we will see how much money public sector companies and private companies invest in it. [13] Within India, 297 companies in the public sector contribute to Corporate Social Responsibility (CSR). All these companies together contributed Rs 4448.84 crore towards Corporate Social Responsibility (CSR). Within the public sector company, the Oil and Natural Gas Corporation Limited (ONGC) company spend the most on corporate social responsibility (CSR). This company spends Rs 531.45 crore on Corporate Social Responsibility (CSR). After this comes the number of Indian Oil Corporation Limited. Inside India, there is also a private company instead of a public sector company, this company also spends a lot on Corporate Social Responsibility (CSR). There are a total of 16710 companies in India on Corporate Social Responsibility (CSR). Enterprise's attempt to All these companies is Non-PSU companies. This company spends a total of 20416.62 crores on Corporate Social Responsibility (CSR). This amount is much more than the public sector company. Most of this is done by Reliance Industries Limited, which spends 922 crore amount on Corporate Social Responsibility (CSR). After this, the name Tata Sons would come. So we see here that instead of the public sector, non-public companies spend on Corporate Social Responsibility (CSR).

4. CHALLENGES OF CSR IN INDIA

There are many challenges regarding Corporate Social Responsibility (CSR) in India, here the common people do not take an interest and do not participate in the activities of Corporate Social Responsibility (CSR). This happens because a corporate which is in the activities of Corporate Social Responsibility (CSR) and none of its communication is going to the people. That's why normal people are not participating in the activities of Corporate Social Responsibility (CSR) [14]. There is no transparency in our country for Corporate Social Responsibility (CSR). Some companies do not highlight their Corporate Social Responsibility (CSR) activities, and because of this problem is also there. If there is no transparency, then this is the biggest problem for Corporate Social Responsibility (CSR). Apart from this, the person of the company who handles the activities of Corporate Social Responsibility (CSR) is not fully learned. When the employees do not have proper knowledge, then they will not be able to do the work properly. It is the work of serving society in the way of Corporate Social Responsibility (CSR). The service that is done is done from the heart and feelings. Ever since the Government of India made Corporate Social Responsibility (CSR) mandatory, some companies are following it only as a rule [82-89]. For this reason, this question arises, it is a service, and if the corporate world does not consider it as a service, then there is no use in doing Corporate Social Responsibility (CSR) activities. Many times the company is not able to fulfill the needs of the people properly and it spends money in such a place where there is no need. CSR, Corporate Social Responsibility in India: Provisions, Status and Challenges – Explained, pointwise [15] The government is not playing an active role in its Corporate Social Responsibility (CSR). Because of this, Corporate Social Responsibility (CSR) is not going in the right direction. Companies don't do a good job of planning their CSR, trying new things, and finding ways to be innovative [102,103]. This means that they may not get the kind of positive effect that they would like. Corporate houses should be aware of the problems of their citizens and then make sure to invest in things that help them.

5. CONCLUSION

What is Corporate Social Responsibility (CSR), which we have tried to understand better in this paper? Corporate Social Responsibility (CSR) is

a concept that is done by the company for society. When a business flourishes in society and makes progress by using the resources of society. So that firm should also do something for society. Doing all this activity is Corporate Social Responsibility (CSR). In this paper, we have known the position of Corporate Social Responsibility (CSR) in India. We found here that India is the first country that has implemented Corporate Social Responsibility (CSR) compulsorily. The government of India has also released a CSR portal. There is a lot of information related to Corporate Social Responsibility (CSR) here. We have learned in this paper how Corporate Social Responsibility (CSR) started in India and how it was implemented later. How Gandhi has also said things related to Corporate Social Responsibility (CSR). The money spent by the corporate world on Corporate Social Responsibility (CSR) is doing a lot of good for this country [90-93]. Contribution is being made in the health sector, education, etc. with the help of Corporate Social Responsibility (CSR). In this paper, we have learned that Maharashtra is at number one state in terms of spending on Corporate Social Responsibility (CSR). With this, Reliance Company spends the most on Corporate Social Responsibility (CSR), as it is a private sector company. We also learned that the public sector in India is far behind the private sector. Private sector corporate social responsibility (CSR) within India spends the most. There are many companies inside India, which do not spend on Corporate Social Responsibility (CSR). After this, we came to know that there is still a problem in India with Corporate Social Responsibility (CSR). In this way we can say that Corporate Social Responsibility (CSR) is still in a developing state in India [94-101]. There are many problems in front of it inside India and it has to be reduced now. People need to be made aware of this.

6. FINDINGS

1. We found that the state of Maharashtra spends the most on Corporate Social Responsibility (CSR), Rs 3306.72 crore.
2. Reliance Industries first ranked spend amount in CSR [13].
3. In India, the non-public sector spends more on Corporate Social Responsibility (CSR) than the public sector [13].

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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