SERVICE MARKETING ASSIGNMENT

Research report on State wise CSR activities initiated in India

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STATE WISE CSR ACTIVITIES IN INDIA

Executive Summary

Geography / State wise CSR (corporate social responsibility

It's an act of giving back to the society) **activity in India**

India is a country in South Asia. It is the second-most populous country, the seventh-largest country by land area. **Dr. Bhaskar Chatterjee**, popularly known in India as the **'Father of CSR'**, addressed the United nations 2016 forum on Business and human rights, sharing insights into India's unique law on CSR. On April 1, 2014, India became the first country to legally mandate corporate social responsibility. The new rules in section 135 of India's companies act make it mandatory for the company having net worth of INR 500 crore or more; or Turnover of INR 1000 crore or more; or net profit of INR 5 crore or more during any financial year shall be required to constitute an amount equal to 2% of the average net profits of the company made during the three immediately preceding financial years. There is a significant opportunity for the public sector to harness business enthusiasm for CSR to help achieve its goal of reducing poverty. CSR taken up by various range of companies primarily focuses on poverty alleviation, environmental protection and sustained development. The United Nations defines "**sustainable development** that meets the needs of the present without compromising the ability of future generations to meet their own needs" India is committed to achieve the 17 SDGs and the 169 associated targets, which comprehensively cover **social, economical and environmental** dimensions of development and focusing majorly on eradicating poverty. The principles are also informally used as **profit, people and planet**

If we consider around the world with the top 10 companies Best CSR.

- Disney
- Adidas Group
- Microsoft
- Sony
- Cannon
- Michelin
- Netflix
- Bosch

The national and International Indexes have been created to assess companies against a CSR framework. A collection of CSR indexes that track the financial performance of the leading sustainability-driven companies.

Some of the most common examples of CSR include: -

- Reducing carbon footprints
- Improving labor policies
- Participating in fair-trade
- Charitable giving
- Volunteering in the community
- Corporate policies that benefit the environment
- Socially and environmentally conscious investments

Maharashtra received the largest pie of the CSR funds by India Inc. during the 2014-15 to 2017-2018 mainly for education sector received a maximum CSR funds followed by healthcare. According to Aug 17, 2019 Maharashtra with the highest spend of Rs. 8468.28

The Other states who are receiving a great amount of funds are Gujarat, Karnataka, Andhra Pradesh, Tamil Nadu and Delhi.

Why CSR has become important to UN?

Corporate social responsibility (CSR) has gained more interest over the past decade, however it is not a new concept; it dates back to the 1930s, said Eric Orts of the University of Pennsylvania. Just before World War II, German industrialist Walter Rathenau claimed that business corporations had become very large and that they had grown to be a significant part of the society. The compulsion for CSR is becoming stronger because businesses are realizing that failure for sake of the interests of their workers, surrounding communities, civil society organizations, and customers may make the wrong assumption about Businesses. Realization about working with stakeholders can have benefits, not only enhancing their legal license to operate in a community, but their social license to operate as well (in the sense of community acceptance).

Businesses must consider not only on their profits but also the effects of their activities on society. The main reason is that business and society are deeply and dynamically interdependent. “The Social Responsibility of Business is to Increase its Profits”.

Government encouragement of CSR stems from the understanding that CSR activities can assist governments in meeting societal needs. A country or an industry sector can be negatively or positively affected by individual firms’ behavior. CSR can be a competitive advantage for a country.

For example

- The United Kingdom approach to CSR represents the most sophisticated model. It has realized the importance of CSR and has taken great effort to institute pension disclosure laws, support ethical trading initiatives, and encourage development of many other related initiatives, including those in the standards area.

- Among developing countries, Brazil is the CSR leader, using standards to encourage good business behavior.

17 SDGs which United Nations focusing

The Sustainable Development Goals are a collection of 17 global goals designed to be a "blueprint to achieve a better and more sustainable future for all". The SDGs set in 2015 by the United Nations General Assembly and intended to be achieved by the year 2030, are part of a UN Resolution called "The 2030 Agenda

SECTOR ANALYSIS

IT SECTOR

TCS, Infosys, Wipro

TELECOM SECTOR Reliance Industries

OIL SECTOR

Indian Oil

BANK SECTOR

HDFC

FMCG SECTOR

ITC

TATA
TATA CONSULTANCY SERVICES

CSR Activities implemented by TCS

Australia Go IT Girls - Women in STEM

This is a flagship program launched in 2014, Australia

Inspiring young women to pursue careers in technology in Australia and New Zealand

STEM Education through Drones

TCS working with Nara women's university secondary school, Japan to promote the STEM education for the future.
Assisted Drone programming completion

STEM in China 2018, October

TCS China successfully completed its first big scale STEM-CSR Program – go IT China in Shanghai.

Lab on Bike

Implemented with Agastya International Foundation in which instructor travel with science experiment kit fits on the side of his/her bike for hands-on science class.
Concepts covered – Physics, Chemistry and Biology.

Launch Pad and InsighT – developed by TCS 2016

Free online course understanding programming logic, fundamentals of C++ and python through various games.

.Adult Literacy Program

It was based on the theme of Nai Disha, Uttar Pradesh

Bridge IT

Bridge IT was designed to address the issue between rural and urban. Facilitate Digital literacy for middle school children involving basic computer, MS Office, paint, WordPad, etc.

Digital skills for the visually impaired

TCS provide skills to physically impaired people by providing them computer knowledge.

Digital nerve center or DiNC

Cancer care intervention 2017

The first of its kind digital healthcare platform aimed at overcoming health-system
A challenge was to deliver patient centric healthcare service.

Other Initiatives

VHAB Virtual Habilitation (VHab)

It is a digital assistive solution conceptualized, designed, and developed by TCS to significantly improve the physiotherapy regimen for differently-abled children.

Multiple Projects at Digital Impact Square

Digital Impact Square (DISQ) open social innovation center, Nashik

It encourages innovation using digital technologies to address social challenges prevalent in Health and Hygiene, etc.

DISQ is a living lab industry influence everyday

Fosters a culture of innovation through a series of sustained innovation cycles, and accelerates the journey of many from ideates to Entrepreneurs and researchers to corporate leaders.

Micro biome-Based Diagnostic Solutions

Asymptomatic diseases are 'silent-killers' which show no apparent sign(s) of a medical condition until it's too late. TCS' Life Sciences R&D team has developed non-invasive 'micro biome-based' diagnostic solutions for two 'asymptomatic' clinical conditions, viz., preterm birth (PTB) and colo-rectal cancer (CRC).

Integrated Solutions for Elderly Care (Singapore) extended research till 2020

TCS and Singapore Management University meet up to find out the solutions for urban challenges.

Accessibility Platform for Digital Publishing (India)

TCS R&I that powers the Sugamya Pustakalaya (https://library.daisyindia.org/)

This platform brings together an entire accessible literacy ecosystem for the country, thus creating
a national catalogue of hundreds of thousands of books.

TCS Research Scholarship Program (India)

PhD candidates are invited for scholarship and also get competitive stipend

Digital Farming and Fishing (India)

Digital Farming initiated mKRISHI.
It has developed an agricultural analytics engine called agEYE, along with a web-based application that provides historic and future crops. It has a built-in advance warning and message alert service to help fishermen remain safe during weather events.

CSpathshala (India) 2016

They teach computing as a science in all schools. Use of CSpathshala teaching aids over two days.

Pan IIT Alumni Leadership Series (PALS)

PALS (http://www.iitalumnicenter.org/pals/) is a major initiative by the IIT Alumni Center, Chennai, aimed at benefiting students and faculty of engineering colleges in Tamil Nadu. TCS has a number of IIT Alumni who are a part of PALS, who participate actively in various programs.

Environmental stewardship

Sustainability - The four key focus areas of our strategy are:

Carbon footprint reduction: Energy efficiency and use of renewable energy

Water management: Efficient use, recycling and rainwater harvesting

Waste management: Reduction, Reuse and Recycling only generate

Electronic, electrical, and office consumables waste and municipal solid waste

Value Chain Emissions

Supply chain sustainability

All other indirect emissions are accounted by TCS as Scope 3 emissions. This has helped us reduce the specific carbon footprint from business air travel by more than 59% over the baseline year.

Infosys®

CSR Activities implemented by Infosys

Our material topics

Social

Diversity and inclusion
Talent enablement
Community engagement Direct and indirect investments in society
• Employee well-being and careers
Talent engagement

Economic

Economic value generated and distributed
Risks and opportunities Client

Environment

Energy
Emission Water
Waste and Effluents

Privacy protection – They always try to protect information and maintain data privacy.

Information management – They have accelerated to cyber defense mechanism to maintain robust cyber posture and uphold digital trust.

Our culture and ethos – Employees workplace transform into open, collaborative spaces, empowering employees in an agile environment.

Equal opportunities and equal treatment – They are committed towards work free environment, free of discrimination and harassment.

Restart Her – launched in 2018 focuses on hiring a women who have taken a break from their careers for any length of time. Maternity leave, paternity leave and Post maternity.

LGBT+ – Organized industry roundtables for sharing and learning from the practices.

We recognize energy efficiency plays a central role in lowering our operational ***GHG emissions.***

Employees with disabilities – Infosys Australia Network on Disability

Launch pad an online platform, facilities the integration of their employees. It is also certified.

Occupational Health and safety

Providing safe, healthy and environment- friendly workplace

Risk Management incident reporting and investigation OH&S committees

Infosys innovate to enable a wider section of society to learn and empower themselves with Quality education, improving socio-economic, well-being for students.

Health and Hygiene factor

388 girl students provided with reusable sanitary
Pads, which can help them for four years

Samarpan Muskaan initiative

• 1,276 employees participated in various blood donation drives held round the year; till date, we have held 39+ blood donation drives and collected

HEALTHCARE

Samarpan is the employee volunteering group of Infosys' development center in Bengaluru. Started in 2004, it focuses on the areas of education, health and safety, rural development and skill development, as well as Tackling social issues in rural areas..

FROM PASSION TO ACTION: THE JOY OF 'SAMARPAN' CORPORATE CITIZENSHIP

- 4,400+ ration kits provided to laborers and daily wage workers
- 13,000+ meals distributed
- Refreshments and snacks provided to various police booths every day

CLIMATE CHANGE STRATEGY

- Green buildings
- Waste to energy

Renewable energy committed to utilize renewable resource for reducing our carbon footprint.
Infosys was the first Indian company to join
RE100, back in 2015, and commit to achieve100% renewable energy-based power.

Key solutions

- Energy monitoring and reduction applications
- Robots for automated sludge management and solar panel cleaning
- Tools for water demand prediction
- Applications in air quality management
- Autonomous golf carts Energy efficiency

ONE OF THE LARGEST HOUSEHOLD BIOGAS PROJECTS IN INDIA

It enables the community to utilize biogas for cooking. Biogas utilizing nutrient-rich spent slurry from the bio-digester as organic manure in the farms.

ENVIRONMENTAL STEWARDSHIP

400 + jobs improved indoor air quality and livelihood of the poor, avoided deforestation and promoted collaboration with grassroots organizations for dissemination of environmentally sound technologies in rural Karnataka.

Green buildings – Infosys converted buildings into Green buildings, by using measure to ensure energy efficiency, water conservation, day lighting and waste reduction.

Water management – 3Rs strategy – Reduce, Recycle and Reuse for water conservation.

- Low flow fixtures
- Sensor based taps
- Aerators
- Smart metering
- Fixing leaks in the network

- Flushing
- Gardening
- Cooling tower makeup

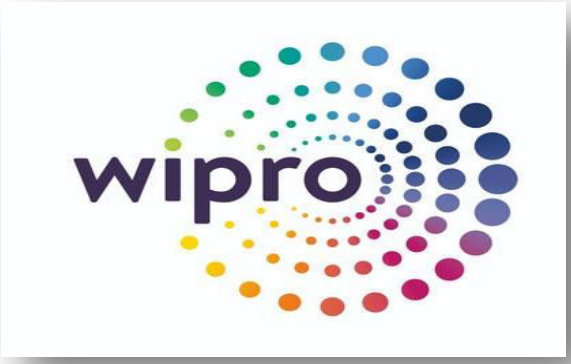
- 100% wastewater treatment
- Maintaining highest quality standards
- Recycling

Waste to resource

Zero waste to landfill is our goal. With our waste management practices, we contribute towards a circular economy. We invest in technologies that convert waste to resource and promote waste minimization

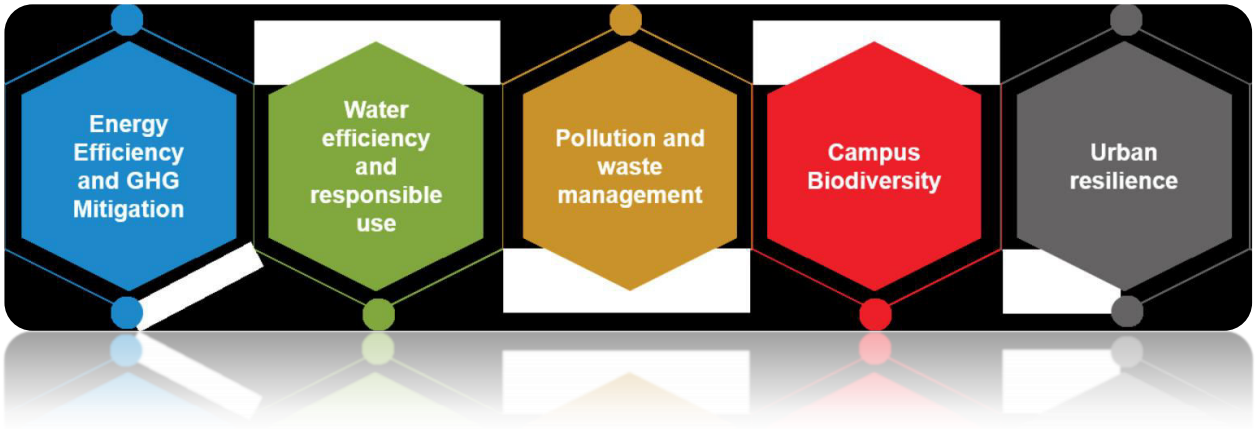
SAYING 'NO' TO PLASTIC!

Infosys was among the first companies that pledged to make its campuses free of plastic, eliminating single-use and non-recyclable plastic, while also reducing the per capita generation of plastic waste by 50% by 2020.



CSR Activities implemented by Wipro

Wipro Program focus on Key aspects



Energy Efficiency and GHG Mitigation

Green Buildings:

Server Virtualization:

Operational Efficiency Measures:
In-situ Renewable Energy Use:

Water Stewardship

Water efficiency

Responsible sourcing

Water scarcity

Aerators:

Waterless Urinals:

Smart water metering:

Waste water reuse:

Pollution and Waste Management

Air Pollution

Performance against Goals

Waste Management

Electronic Waste

Oil Spills

Campus Biodiversity

Indoor Air Pollutants

Adoption of Electric Vehicles

Participatory Ground Water management Program (PGWM)

Urban Resilience

Urban Waste Management and Welfare of Waste Pickers

CSR Activities implemented by IOCL

Alignment of CR with Government schemes

Swachh Bharat – Team Digboi refinery and the civil township department, Organized the cleaning of rain harvested water body, Assam

Digital India initiative E- Platform - For placing order they have developed a applications and forums for complaints, undertaking digital payments.

Start Up India – Startup Scheme to boost startup innovation in domestic hydrocarbons sector. The R&D centre in Faridabad.

Make in India

Skill India

Healthcare initiative – Child and Maternity health centers Indian Oil Aarogyam, Assam Oil Hospital, Swarna jayanti Samudayik Hospital

Animal Welfare – Sarve Santu Niramaya "Good health to all"

Project to End Manual Scavenging – Indian Oil have came up with solution to end manual scavenging it goes by the name of Bandicoot

Indian Oil Vidushi – This CSR projects helps girls pursue higher education in engineering

Reliance
Industries Limited

CSR Activities implemented by Reliance

NAYE INDIA KA NAYA JOSH

Rural Transformation

Empowered Gram Panchayat Transforms Village in Gujarat

Augmenting farm and off farm livelihoods

Livelihood empowerment through digital platforms

AI-powered Machli working wonders Contributing to Jal Shakti Abhiyan

Partnership with Paani Foundation

Livelihood and skilling

Community Biogas plant at Chipiya, Agar, Madhya Pradesh

Swachhata Hi Seva

Health being a core focus area for the Company, Reliance has invested in developing a multi-tiered health response system.

Rare Liver Swap Transplant at Sir H.N. Reliance Foundation Hospital Saves Two Lives

Alliance for saving mothers and new-born (asmaan)

Care and support for HIV

Education Dhirubhai Ambani scholarship Dhirubhai Ambani international school (dais)

Reliance foundation schools reliance foundation digital classrooms education initiatives at plant locations Jio institute

Reliance foundation youth sport

Reliance foundation Odisha athletics high performance centre

Reliance foundation young champs

Reliance foundation education and sports for all

Olympics preparation *Rural sports*

Disaster Response

Other Initiatives

Arts, culture & heritage

Urban renewal

Employee volunteering

CSR Activities implemented by HDFC

PARIVARTAN a step towards progress

Reusable cotton pad initiative in Khunti, Jharkhand

Solar powered Jalminar drinking water system in Mandar, Jharkhand

Rural electrification drive in Jharkhand harnessing renewable energy through installed solar panels in its offices premises with SDG 7 – Affordable and clean energy. The Bank ensures responsible consumption of natural resources.

Energy management Renewable energy Emission and climate change

Waste management Digital Banking New Pond construction

Creative Working environment – focusing on SDG 3, 5, 8 and 10

Working with communities – Residents of Jhinkpani Jharkhand

Rural Development (Holistic Approach)

Food Security (Shaheedaan)

Skill training and livelihood enhancement

Promotion of Education

Zero investment innovation for education

Project Disha

Healthcare and hygiene – **School toilet construction**

Blood donation drive

Financial literacy and inclusion

Partnership compliance and governance

ITC focuses on SDGs 1,2,3,4,5,6,8,11,13,15. Social Initiative has identified three important stakeholder groups: -

- Rural communities near operational area
- Communities near manufacturing units
- Central and state government

ITC's Health & Sanitation programme – Promoting Health & Dignity, Ending Open Defecation through collaborative multi-stakeholder partnerships

Primary Education – Students, School development committee, NGO, Government.

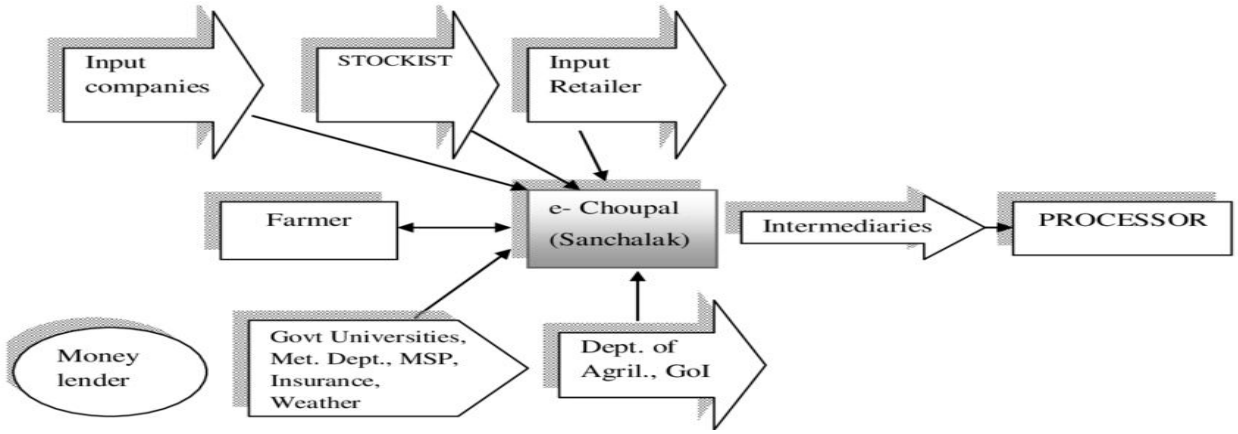
Women Empowerment – Women economic empowerment aims to provide these women with opportunities to earn independent incomes

ITC also focus on Poor women – Women who are living in extreme poverty. Earning member of the families and have no assets.

Skilling and Vocational Training – This Programme have trained over 81,500 youth in rural areas.

E- Choupal – Initiative to link directly or indirectly with rural farmers for procurement of agriculture/ aquaculture products.

Principle – To inform, empower and complete.



Solid Waste management – ITC limited have always initiate programme to sustain the leadership position as a solid waste recycling positive company. They also care about packaging to ensure environment.

Sustainable Agriculture – Strengthening farmer resilience to climate change through collaboration

LITERATURE REVIEW

In the literature review we have covered almost all the states of India where CSR activity happened in India. The states covered here are: - Northern part, Central part, Western part, Southern part excluding Goa.

Din Wani," Perception of local community towards CSR" A case study of Shri Mata Vaishno Devi shrine board, Jammu Kashmir

This report is about the Vaishno Devi Shrine Board has done various CSR activities. The board has planted 13 lakh saplings till on Trikuta hills. They have started raising in-house-stock and hi-tech nursery panthal. Installation of new solar water heating projects in the various shrine areas, various other CSR projects. The whole report is on the objective of knowing the level of awareness and perception of local communities towards CSR initiatives by Shri Vaishno Devi Shrine.

Gap Identified: - The particular case study is focusing only on Jammu Kashmir and their perception, awareness level particularly of one place, but the recent research is focusing on the CSR activities happened State wise.

Edwardso, Agarwal (2019) "Stories of Climate Change in Himachal Pradesh"

Climate change is a global problem that must be addressed in the coming years. The United Nations has set 17 sustainable development goals, one of which is for climate action. The project documented experiences of climate change in Himachal Pradesh, a state in Northern India.

Gap Identified: - This is a kind of story in himachal about climate change and action taken on it to resolve the issue. The present study focuses on CSR activities of India states.

Khichi, Dahiya, Singh, Singh, Mondal "Preference for male child as a factor for declining child sex ratio", Haryana

This research is done by 4 assistance professors in Haryana where they actually trying to find out certain the perception towards decline in child sex ratio (DCSR) were carried out in Rewari district of Haryana state. Data was collected by interviewing 120 ANC (Antenatal care) clients using semi-structured interview schedule. They also are digging out the main reason for not giving preference to girls as boys get in the house. Through the survey it got to know that dowry and other conservative sentiments were attached to it whereas more preference to boys because of wealth, performing last rites, were some of the common thoughts in the mind of people.

Gap Identified: - The Gap identified here is that the above research paper is proving information particularly on 1 SDGs which is Women Empowerment. But the recent study is focusing on all the CSR activities happen in the India.

Gupta, Pathak (July, 2017) "Key drives influencing women as Entrepreneur", Uttarakhand

This case study is also about the Women Empowerment because all the northern part of India really need a improvement, support system to stand with this ladies who are not only wonderful house managers who keep managing all the things but also corporate like HUL, ITC are helping this ladies to become a Entrepreneur. Literacy rate of women is also less than men. So the study was conducted to know the perception of youth about women entrepreneurship in the state of uttarakhand. The tool used here is SPSS tool to know the perception of the people.

Gap Identified: -The Gap Identified here is that they are only focusing on 1 state of India but with a very detailed analysis using a proper primary and secondary research whereas the recent only using the secondary data for analysis.

Dixit (2019) "Analysis of CSR Impact on Private Sector Secondary School", North and South Delhi

The concept of corporate social responsibility has been used in many business organizations and it has gained a significant social and economic importance in the past few decades in the global scenario. But unfortunately, no research explaining the relationship between corporate social responsibility and private sector educational organizations' performance is available in India. These schools are required to organize a community service program frequently to satisfy investors' expectations and society demands. Institutions should engage in charitable activities by donating a certain share of their profits to charitable causes. The schools should provide free school uniforms, notebooks, and other stationary material to poor students. The schools should organize health care camps for students and poor reduction seminars in society.

Gap Identified: - This is the first research of its type which focuses on investigating the relationship between corporate social responsibility and private sector high schools' performance in India but recent research is focusing other aspects.

Agarwal, (Jan, 2018) "3 Tier CSR Model: A comparative study of Rajasthan and Gujarat Model", Rajasthan and Gujarat.

This case is about the comparative analysis of two states in India that is Rajasthan and Gujarat. Fund flow system in these cities. This two are taken into consideration because both the cities face same type of climate disaster still the CSR fund went to Rajasthan is less than the Gujarat which directly or indirectly going to hamper the development of these two cities.

Gap Identified: - The recent research is not a comparative analysis of any states.

Jain, Gupta (July, 2016) "Exploring the role of CSR activities in accomplishing urban amenities in Smart cities", Uttar Pradesh

The above study is about Smart city development project in which CSR is necessary to be initiated properly. As Uttar Pradesh in a way to Smart city there are many SDGs which will apply here to be one of the good cities with all amenities. The CSR activities need to implement and checked properly because almost literacy rate in U.P. is below and people are still backward minded.

Gap Identified: - The Gap Identified here is the research is conducted on the development phase of Uttar Pradesh into becoming a smart city, CSR activities need to be conduct more. Awareness also required there where as the latest research is focusing on CSR implemented till now.

More, (2009) "Sanitation Scenario in Hoshangabad ": Situation Analysis

2.2 million People die annually from diarrheal diseases. 10% of the population of the developing world is severely infected with intestinal worms related to improper waste and excreta management. To reach the MDG water and sanitation target presents a huge challenge. Nearly 2.6 billion need to gain access from 2005 to 2015 to reach sanitation target. Urban sanitation is exacerbated by high population densities in slums, poor urban infrastructure. Census 2001: 26% of Indian households lacked access to sanitation facilities. Most were forced to defecate in the open. 32% of 2.79 million urban households in Madhya Pradesh

Gap Identified: - The above case is focusing on disease related issue of urban sanitation with proper senses. The major concern is to focus on the water and sanitation in Madhya Pradesh. The recent report focuses on all states of CSR activities, awareness level among consumer.

Yadav, (December, 2017) "Challenges before Muzaffarpur on way to Smart city: A geographic analysis", Bihar

The above research is about the Challenges usually faced during new constructing city. The development of smart city requires a lot of instruments, proper planning management, sewage treatment, water and sanitation, Infrastructure development, etc. It is One of the geographical analysis of Muzaffarpur Bihar.

Gap Identified: - he Gap Identified here is the research is conducted on the development phase of Muzaffarpur into becoming a smart city, CSR activities need to be conduct more. Recent study is altogether a new concept.

Chattopadhyay, Bansod (December, 2017) "A Discourse on Child Sex Ratio and Sex Ratio at Birth, Maharashtra

The Study is about to focus on the Child ratio in Maharashtra. Their progress seems towards it nice as they launched "Beti badhao Beti Padhao" which is actually helping. Rural areas of Maharashtra are also focusing on education of the Girl child, as they are also noticing change in the country and world.

Gap Identified: - Focus is towards educating and saving a girl child but the recent study is different focusing only on CSR activities implemented till now in India.

Singh, Ghute (2019) "A Study of CSR Initiatives by State Bank of India", Jharkhand

To have an impact of spending and utilization of allocated budget by CSR there should be a system of periodical monitoring and reporting to the Board of Directors. In nutshell, it can be said that the state of mind of the Indian entrepreneurs towards CSR is changing due to tough competition at an international level. There are three suggestive measures which are advisable for a better CSR in the bank. First is to enhance and accelerate the government's involvement in CSR activities, Second can be noted as the development of a broad sector of the consulting in the era of CSR, and lastly, media should increase its interests and play a vital role in the era of CSR. As business is an integral part of the social system it has to care for the varied needs of the society. Social involvement of business would enhance a harmonious and healthy relationship between society and business seeking mutual benefit for both. Also, Social involvement may create a better public image and goodwill for the company which further becomes instrumental in attracting customers, efficient personnel, and investors.

Gap Identified: - There are three suggestive measures which are advisable for a better CSR in the bank in Jharkhand.

Srinivasan (2018) "CSR and ethics in MSMEs", Karnataka

Since SMEs contribute significantly to the economy and are geographically widely spread in a country like India, their adoption of CSR and ethical practices is crucial to balanced development. There is a paucity of academic research in this area. In a vast country like India, comprising of 28 states which are economically at different stages of development, a study of the intra country similarities and differences in the adoption of CSR practices in SMEs could be a valuable exercise for policymakers. The role of SMEs in the economic growth and development of emerging countries like India is significant. Given the geographical diversity of India and its high reliance on agriculture, MSMEs (medium, small and micro enterprises) are the lifeline of economic development and growth in the future. However, the current state of knowledge and practice in the field of CSR and ethics in SMEs in the Indian context is limited.

Gap Identified: - The study is focusing on CSR and balanced development in Karnataka. The recent report focuses on CSR activities state wise.

Veerabhadram (2017) "Dimensions and challenges", Telangana

One of the most value taking care and assets of health is high compared to other people. As well as education has also been reputed to a person in the society so it has taken care of by various corporate in taking up many more corporate social responsibility activities.
The concept of corporate social responsibility is now firmly rooted in the global business agenda. But to move from theory to tangible action, many complications need to be overcome. A key challenge facing

business is the need for more reliable indicators of progress in the field of corporate social responsibilities, along with the diffusion of corporate social responsibility strategies. Transparency, accountability, and dialogue can help to make a business appear more trustworthy, and push up the standards of other organizations at the same time.

Gap Identified: - The research focused on the care and health towards the people. Key focuses on the business now require CSR activities. The recent is totally different.

Mishra, chouhan (March 2019) "A study on performance of Corporate Social Responsibility by South Eastern Coalfield Ltd", Bilaspur

To study the performance of Corporate Social Responsibility by South Eastern Coalfield Ltd. (SECL) in Bilaspur 2) To study the role of South Eastern Coalfield Ltd. (SECL) on the Corporative Social Responsibility for promotion of sanitation in rural and urban Areas. 3) To study the work profile of CSR communication in South Eastern Coalfield Ltd. (SECL). 4) To study the impact on Society with Corporate Social Responsibility by South Eastern Coalfield Ltd (SECL). 5) To alleviate the poverty of the rural population through improving the policies for employment and education.

Gap Identified: - The study focused on the development of CSR activity collaboration with SECL.

Kolloju, (2015-16) "Poverty reduction through women's entrepreneurial activities in rural", Andhra Pradesh

In India, ensuring sustainable livelihoods and alleviating rural poverty remain serious challenges for policymakers. Rural banks have been entrusted with the responsibility to provide affordable credits to rural people to improve their livelihood opportunities. Self-Help Groups (SHGs) have become instrumental in delivering tiny loans to the poor through banks to promote various entrepreneurial activities.

Gap Identified: - The study's focus on livelihood, and women development in rural area of Andhra Pradesh.

Patnaik, Patra (January - March 2017) "EFFECT OF CSR", Odisha

Due to globalization the companies of Odisha are facing various challenges from the different corners. To safeguard their interests they develop the CSR policies differently according to their select area. The study shows that all surveyed companies present themselves as having CSR policies and practices.

Gap Identified: - The study is conducted very well because as it covers the major things and also the proper CSR activities according to area means they are focusing the need.

Shukla, Guleria (June 2014) "A Case Study on Awareness about Corporate Social Responsibility among Common Masses", West Bengal

The study is purely being carried out to find out how much aware common people are about Corporate Social Responsibility. Awareness is the basis on which super structure of growth and development can be based. The study will help find out whether common people know what corporate houses around them are responsible for. This study can be said to be the
Pretext to the responsibility that common man has to take up.

Gap Identified: -The study conducted in West Bengal and it is an awareness campaign for the people.

Kannaiah, Jayakumar, (2016) "Impact of Corporate Social Responsibility Practices on Consumer Behaviors: FMCGs", Tamil Nadu

Business enterprises get everything from the society for its survival and it is the obligation of the enterprise to return positive attitudes towards the society. Fast Moving Consumer Goods (FMGCs) are the fastest growing industry in India and numbers of FMCGs companies are doing different CSR practices. For this study, 600 responses were collected from selected corporations in Tamil Nadu.

Gap Identified: - The study objective is CSR activities done by FMCG sector. The primary research is carried out but in recent report no primary research is conducted.

Research Methodology

❖ Research Methodology

This study utilizes secondary data for research methodology. The study gathered information from different research paper covering most of the states and information from company's annual sustainability report 2018-2020 in India. After thorough reading and understanding data were analyzed through Graphs, analyzing how company taking step toward Green zone form their reporting.

Also the research is classified into: -

- **Descriptive research -** Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the "what" of the research subject rather than the "why" of the research subject.
- **Analytical research -** Analytical Research: The distinction between descriptive and analytical research is based on the question it asks. Descriptive research attempts to determine, describe, or identify what is, while analytical research attempts to establish why it is that way or how it came to be.
- **Fundamental research -** Fundamental research (or academic research) is "experimental or theoretical works mainly performed to obtain new knowledge on the basics of observable phenomena or facts, without prior consideration that it will result in any practical application or use".
- **Conceptual research -** Conceptual research is defined as a methodology wherein research is conducted by observing and analyzing already present information on a given topic. Conceptual research doesn't involve conducting any practical experiments. It is related to abstract concepts or ideas.
- **Empirical research -** Empirical research is a type of search methodology that makes use of verifiable evidence in order to arrive at research outcomes. In other words, this type of research relies solely on evidence obtained through observation or scientific data collection methods.
- **One time research or longitudinal research -** Longitudinal research is a type of correlation research that involves looking at variables over an extended period of time. This type of study can take place over a period of weeks, months, or even years. In some cases, longitudinal studies can last several decades.
- **Field-setting research or laboratory research or simulation research -** A laboratory study may use special equipment and cells or animals to find out if a drug, procedure, or treatment is likely to be useful in humans. It may also be a part of a clinical trial, such as when blood or other samples are collected.
- **Clinical or diagnostic research -** diagnostic research focuses on estimating the sensitivity and specificity of individual diagnostic tests, their predictive values, and other parameters of interest (such as likelihood ratios, ROC curves, test reliability).

❖ STATEMENT OF THE PROBLEM

CSR, now a day's most of the companies are doing CSR activities, helping their country and government in maintaining sustainability in their country. In India government made it compulsory for every company under new rules in section 135 of Indian's companies act make it mandatory for companies of a

net worth 500 or more; turnover more than 1000; net profit 5 crore have to spend 2% of their average net profit for three years. The statement of the problem focusing here in recent research is how much company has implemented till now on CSR projects and also during COVID-19 pandemic situation. How that initiatives have impacted the life of people in India.

❖ NEED FOR THE STUDY

The point of this is to check and analyze the CSR activities have impacted rural, urban people in India but major focus on rural and sustainable development. It also helps to get Knowledge about Company using different strategies to manage India to be Green and sustainable.

❖ OBJECTIVE OF THE STUDY

The study was carried out under the following specific objectives:

- To study about overall Impact on rural of India state wise
- Steps taken in Pandemic Situation to help different states
- Initiative doing for eco- friendly environment

❖ SCOPE OF THE STUDY

The study is focusing on CSR activities done state wise and still continuing to help in the agenda of 2030 sustainable development goals. There initiative taken during COVID-19 pandemic situation by companies for people of India in different states. To learn more about company's step towards using resources and by providing their employees and consumer with eco-friendly environment.

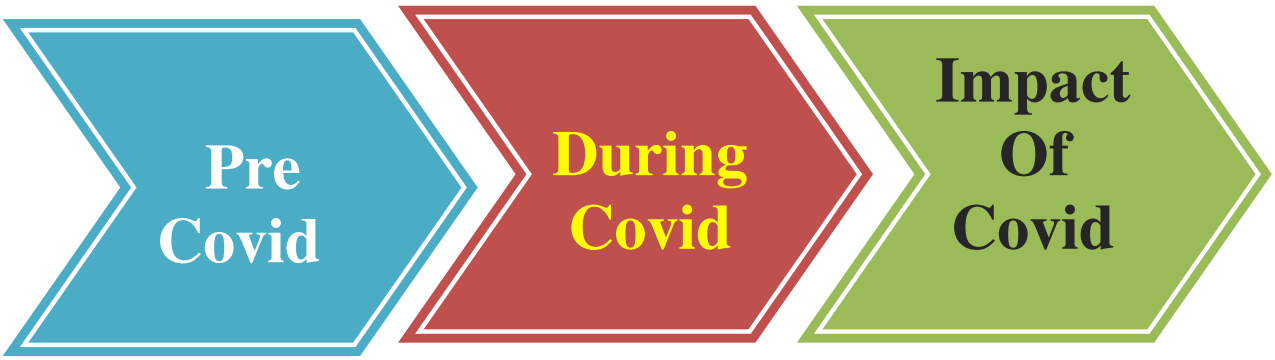
❖ RESEARCH DESIGN

Research design is a system or plan for investigation study that controls the accumulation and analysis of the data. It is a guide or blueprint as indicated by which research is to be conducted.

❖ NATURE OF RESEARCH

The research design pursued for the study is descriptive research for breaking down the gathered information. I chose Descriptive research, because it incorporates overviews and certainty findings enquiries of various kinds. The significant reason for descriptive research is descriptions of the situation at it exist at present. The techniques for research used in descriptive research are overview for all kinds, including comparative study.

DATA ANALYSIS AND INTERPRETATION



On Sector

Sector analysis on the topic which is shown above that is Pre-Covid, During Covid and Impact of Covid on the particular sector. From the entire different sector I have picked up 5 sectors. These sectors consist of one of the most prominent companies of all time. Let's figure out the performance of these companies under CSR activities they have done so far.

TCS –

Stem education is initiated by this company to help the Students in Japan, America and china through drones

This initiative aims to engage 20,000 teachers and one million U.S. students by 2021. Since its debut in 2017, IMFIS has engaged over 460,000 students and nearly 8,000 teachers from all the 50 states in America.

Go IT - **500th GoIT Girls:** In Nov 2018, TCS Australia celebrated 500 girls successfully completing their flagship GoIT Girls program reaching 582 girls.

Launch Pad has reached out to more than 18,000 students across India (Gujarat, Tamil Nadu, West Bengal, Kerala, Delhi, Uttar Pradesh, and Maharashtra), Dubai, and Singapore, since inception.

InsighT was started in 2006 with the commitment to provide students of classes 11 and 12 an insight into the IT world. The program has impacted more than24,000 students across India and Muscat since inception

In FY 2019, ALP directly reached 365,411 beneficiaries, of which approximately 85% were women and around 50% were beneficiaries from marginalized/Affirmative Action communities (SC/ST). In FY 2019, ALP witnessed a 110% growth in the number of beneficiaries, as compared to FY 2018.

FY 2019, BridgeIT reached 14,028 beneficiaries, of who approximately 12,250 were children, 1,678 adults and 100 entrepreneurs
IT employability -1,735 students trained through this program. 200+ students placed in TCS and 525 secured jobs in other companies post training 35% increase in beneficiaries compared to FY18

VHAB is already being successfully used by over 500 students across three schools for children with special needs.

Of the 4 million kL of fresh water consumed by TCS in FY 2019, 58% came from municipal sources, 30% from tankers, 11% from bore wells, and 1% was bottled water. Consistent water efficiency measures have helped us reduce fresh water consumption by over 19% over baseline year FY 2008.

Total treated sewage recycled as a 42 percentage of the total sewage generated was 75% in FY 2019.

In FY 2019, we generated 206 tons of paper waste, 1,030 tons of dry waste, and 4,299 tons of canteen waste: all adding up to 21.41 kg/FTE/annum of 44 waste. FY 2019, 42% of the total food waste generated across all TCS facilities was treated using onsite composting methods or bio -digester treatment.

Over 275 tons of compost was generated in FY 2019, thus avoiding the use of chemical fertilizers and preventing the resultant soil and groundwater pollution.
TCS continues to achieve 100% recycling of its paper waste

INFOSYS –

Quality Education - 900 1,400 Self-learning courses. Courses in instructor-led mode

Women Empowerment – 144 Nationalities 38% Women in the workforce 25%Women in the non-executive Board. 5,092 Women availed maternity leave 7,166 Men availed paternity leave 89% Women returned to work post maternity leave

People with disability – 379 Persons with disability (who have voluntarily disclosed their disability)

InfyTQ - It is open to all engineering students across India and promotes holistic development

To help them become industry-ready. 700,000+ students have signed up for the platform access since its launch in February 2019.

Environment Stewardship – 44% renewable energy consumption, 91% reduction of plastic at their campus, 25mnsq ft of green building certified, 102,000 rural families benefit from our carbon offset projects.

Energy efficiency - 33.5 MW Reduction in connected load due to energy efficiency retrofits 133.26 kWh Average electricity consumption per employee per month

Renewable energy - 44.3% of total electricity procured for India operations from renewable sources 119 mn kWh Electricity from renewable sources (includes in-house and third-party sources

Carbon offset community - 102,000 rural families benefit from our carbon offset Projects 2,400+ Jobs created through our carbon offset projects 1 mn+ tCO2e to be avoided over the project term

Green building- 25 mn sq ft of highest rated (LEED Platinum/GRIHA 5-star) green buildings at Infosys

Water management - 9.45% Year-on-year reduction in freshwater consumption 40 liters of water consumed by every employee on average Zero wastewater discharge from their campus

Waste to resources - 91% Reduction in non-recyclable and single-use plastic

WIPRO -

Ecological sustainability – Absolute scope 1 and 2 GHG emission reduction 27000 tones Increase in Renewable energy procurement by 55% to a target of 120 million units 2021 -2022.

Server Virtualization – March 2019 they have 6,750 virtual servers with virtualization technology. The saving showed an increase in 44% over the previous year.

Water consumed and Water Recycle – Total Freshwater consumption 1,518 million liters and they have recycle 1.090 million waters of 27 major location using sewage treatment
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Waste management – 100% recycling of inorganic waste, presently 84% of organic wastes are handled in water and rest is sent to feed animals.

The total tones of waste collected was 6,250 in 2018-2019

Electronic waste – 2018-2019 the total end of e-waste collected and recycled through authorized vendors are 294 tones. As per 2016 rules they are also refurbishing it.

Oil spill- No significant oil spills or chemical during inbound transportation

INDIAN OIL CORPORATION –

The Indian oil CSR wing is providing 12 RO drinking water units. It has constructed over 100 toilets in Mysuru itself as part of Swachh Bharat Abhiyan

In 2018- 19 29.07% of crude oil, petroleum products and natural gas was sourced from indigenous Micro-small enterprises

Kausal Vikas initiatives have benefitted 15,000 unemployed youth.

Assam oil division hospital – It caters to people in Digboi and surrounding areas of Assam. 200 bed facilities treat\ a whopping 1 lakh patients every year.

Swarna jayanti Samudayik hospital – benefited 50 beds in hospital near Mathura refinery. Last year alone, 56,437 patients were treated at hospital and surgeons conducted 727 operations.

Sarve Santu Niramaya- last year held 21 camps in which 2,507 human beings and 6,510 animals were vaccinated and given medical care.

RELIANCE INDUSTRIES –

Livelihoods of 1.09 crore (FY 2019-20: 37 lakh) farmers, fisher folk and livestock owners enhanced 67 lakh (FY 2019-20: 7.2 lakh) health consultations provided 1.3 lakh (FY 2019-20: 49,000) women screened for anemia; nearly 75,000 (FY 2019-20: 31,900) were diagnosed and treated More than 81,500 (FY 2019-20: 22,500) children screened for malnutrition, 4,200+ (FY 2019-20: 663) malnourished children were treated

18,500+ Cornea transplants conducted under RF Drishti Programme

Quality education provided to 2 lakh (FY 2019-20: 35,000) underprivileged children, 15 partner NGOs supported 12,776 (FY 2019-20: 491) scholarships given to students to pursue higher studies

Nearly 77,000 (FY 2019-20: 15,645) students received quality education through 14 Reliance Foundation Schools

79 (FY 2019-20: 22) scholarships provided under Reliance Foundation Young Champs programme for developing football abilities

389 (FY 2019-20: 163) RFYS athletes provided with scholarships.15 crore youth and children reached through different sports initiative Engaged 1.1. Crore (FY 2019-20: 60 lakh) students through RF Jr. NBA programme

Capacity building of more than 700 individuals for better response to emergency situations

Supported relief activities in 14 states in the aftermath of natural disasters benefiting over 10 lakh people (FY 2019-20: 80,000)

HDFC –

Energy management – Bank has reducing power consumption about 12% across 600 branches. 31st march 2019 two banks building Mumbai and Bhubaneswar LEED certified.

31st march 2019 – Bank installed solar capacity of 135 KWP across Jaipur, Pune, Noida and Bhubaneswar. ATM also consume lot of energy so they have also installed solar form ATM

Waste management – In 2018 -19 bank generated 220.15 tones of e-waste, generated e-waste disposed through authorized recyclers.

Digital banking – In 2018 -19 Bank saved more than 51,000 sheets of A4 paper

HDFC bank Parivartan has empowered community Pond

Parivartan skills training initiative, Chaibasa Jharkhand – The nation wise this program have benefitted over 1,00,000 individuals, 40,000 have received placement. In 2019 Skills Training provides employment opportunities to 3,000 youth of Nagpur

ITC –

Renewable energy - 40.9% energy from renewable resources, 3.4% energy purchased as electricity from utilities, 55.7% energy directly from fossil fuels

Social Investment – e-Choupal ecosystem making agriculture profitable and empowering 4 million famers across 10 states

Afforestation programme – Greening more than 804,000 acres Watershed development – Comes under water resource management improve over 1,146,000 acres

Sustainable agriculture – Increasing farming productivity and famer incomes across 4,15,000 acres also they do Livestock management – Providing animal husbandry services in 5 states across 19 districts

Women empowerment – creating over 74,000 sustainable livelihoods for women, Primary education – Benefitting over 775,000 children

Skilling and vocational training – Trained over 81,500 youth, Health and Sanitation – Building over 37,500 individual household toilets

Solid waste management – Serving over 313,200 households across 11 states

During Covid 19

TCS –

They have pledge over US$200m to protect and empower all affected communities, working closely with governments and institutional partners.

Using technology prowess to help combat Covid 19

The safety and well- being if their employees are their top priority

UNESCO estimates that 1.37 billion children risk having their education interrupted – They are applying technology to provide solution here and have made proprietary distance learning software platform available for free to educational institutions.

GoIT and Ignite My future – are available to teachers, students and parents digitally, to keep the education cycle going

INFOSYS -

A contribution of INR50 crore to the PM cares fund. There are committing INR100 crore to support efforts towards fighting Covid 19 in India.

To expand hospital capacity for treatment and enable hospital stays for Covid 29 patients across India, especially ones belonging to weaker section of society.

To provide Ventilators, testing kits, and personal protective equipment like masks, and other protective gear for frontline healthcare workers

To ensure better access to food and nutrition for the underprivileged section

Exclusive hospital in Bengaluru

WIPRO –

Wipro foundation and enterprises have together committed 1,125 crore for tackling the unprecedented health and humanitarian crisis arising Covid 19

To help the dedicated medical and service fraternity in the frontline of the battle against the pandemic

INDIAN OIL -

Over the past few months Indian oil has been conducting social awareness during Covid-19 about benefits of uneducated masses. Health programs take place regularly for safety measure and precaution.

Indian oil ties up LPG imports, fully generated to meet additional demand for cooking gas

Indian oil remain committed to ensure availability of fuel despite constraints posed by Covid -19

RELIANCE INDUSTRIES -

556 CRORE Contribution to the PM-CARES fund and various state & other relief funds

10+ LAKH individuals from 19 states were sensitized on COVID-19 advisories

COVID-19 facility at Seven hills, Mumbai operated by RFH and BMC with 220 beds

5.5+ LAKH liters of free fuel provided to 14,000 notified emergency response vehicles

1 LAKH masks per day and thousands of PPEs distributed daily for health-workers and caregivers
5+ CRORE free meals distributed through ration kits, food coupons and cooked meals to marginalized communities and frontline workforce

HDFC -

HDFC group pledges 150 crore support to PM fund

ITC -

Sets up 150 crore Covid contingency fund
Protection and well being of the ground forces that are doing commendable work to reach medicines, groceries, other essential goods sourcing of agri-commodities
Protective personal gear and hygiene products to such frontline warriors

Impact on sector due to Covid 19

TCS – Q1 profit falls 14%, Covid 19 impact has bottomed out

The worst may be over but recovery will remain gradual over the next 2-3 quarters

INFOSYS – Covid 19 led to slowdown has resulted in termination of projects and may hit the company's profitability going forward

WIPRO – Net profit for the quarter ended June rose by a mere 0.11 % from a year ago, yet managed to beat estimates, but warned that Covid 19 pandemic could hit technology spending and impact sales and financial performance

RELIANCE INDUSTRIES – Disruptions caused by the Covid -19 outbreak have led reliance to implement salary cuts and bonus deferrals for employees in the hydrocarbon business

INDIAN OIL – The impact of Covid 19 whether due to the wide spread demand destruction, or downward spiral of crude prices is of enormous concern

HDFC – The effect of Covid 19 pandemic shortly after declaring standalone net profit grew by 17.7% in Q4 2020 to 6,928 crore. The bank also raised provisions by 1,550 crore

ITC - Mainstay is the cigarettes business, on June 26 reported a 6.5% drop in its revenue for hte4 fourth quarter of 2020.

❖ LIMITATIONS OF THE STUDY

- Data collected only through secondary mode
- No primary research done for the report as it was more of just collection of data which done previously
- No graphs and charts used in report

❖ Practical Implication

The practical Implication can be implied here will be-

- CSR activities are mandatory in India, but due to pandemic personal hygiene and sanitization have taken major concern in the mind and lifestyle of people. So, By keeping in mind about personal care, sanitization, not harming animals, cleanliness these all should be imply everywhere in the world. Even if the Covid 19 situation get over then also all the service sector industries must follow all the measures they are taking it now a days.
- Restaurants, there are many dhabas, small restaurants they don't maintain the hygiene in their restaurant but due to Covid they have also started taking sanitization into concern but they should keep following hygiene in their restaurants.
- People they also forgot to maintain the personal care but now all have taken all this things compulsory for them, they should imply in their further life.

❖ **Originality** – The study delivers an exclusive information and impact on people from the sustainability report of 2018-2020 of different companies.

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