

A Study on Companies Contribution towards the Sector Improvisation through CSR Activities by Prominent IT Sector Companies

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Abstract: *“Wealth and Knowledge have to be shared” Corporate social Responsibility is moving forward from its old domain charity and philanthropy and it has now reached the responsibility towards the social issues of the country. It is also to contribute to the social, economic, environment development and society as a whole. However, it is not only for the business to buy and sell their products and earn profit. It is mandatory that All Qualifying Company require to have a CSR committee to have a CSR committee are required to spend at least 2% of its average net profit for the directly preceding three financial years on CSR activities. With the enactment of the Companies Act in 2013 the concept of CSR has undergone radical changes in outlook and content. The Committee which is constituted by Government of India to draft the companies act deliberated time and again they need to include CSR in Company Law. In this paper the attempt has to be made to examine certain aspects of CSR and its effect on the relevant sector of the economy. It is also to examine whether the corporates have implemented CSR keeping in view a legislative extension. Identify the companies which are not spending 2% of their average net profit on CSR initiatives.. Finally, an attempt has been made to examine the effect on various sectors benefit from CSR spending. The Study is Analytical in Nature collected data has been analyzed and carrying out analyses on a phenomenon and mostly involves secondary data. Descriptive method of analyses has also been carried out that describes the characteristics of the population. Judgmental sampling method is used as sampling technic a non-probability sampling technique where the selected IT Companies have been taken as sample based on the knowledge and professional judgment there appears to be a skewed allocation of funds by corporates to various sectors craving for funds.*

Keywords: CSR, Legislature, Sectors, Strategies, Sustainable goals

JEL Classification: Finance

1. Introduction

The CSR came into use in the late 1960's and early 1970's. There are different phases in the evolution of responsibility. In the first stage of its 1970 it felt that shareholders are important and slowly in 1980's the philanthropy was given importance and slowly when the Multinational companies and globalization started growing India in early 1990's there corporate governance emerged and later in 1990's the stakeholders engaged. In 2000's corporate accountability arose. And Now, it is the companies are practicing CSR with specialized terms formulate strategies, goals for their CSR programs and have Budgets to fund them. These CSR activities should be formulated in such a way that it has to be sustainable business programs which will not affect negatively impacting their business goals.

Nowadays, CSR activities or programs are not only for philanthropic or charity, CSR programs being undertaken by several large companies by keeping in mind the impact on the environment with their high level of emissions of pollution, waste generation etc. and striving to become responsible corporations. Data analyzed by the ministry of corporate affairs for CSR expenditure of all Indian companies in 2014-2015 showed that 14 % (Rs 1,213 crore) of total CSR Spending in India was made on activities focused on conserving the environment. Therefore, Companies have started moving from traditional philanthropic projects and have begun CSR activities strategically and bringing business responsibility the forefront. It has found that out of 100 top companies only

one third of the companies are building Strategy and spend budget on the environmental activities.

Growing Importance of CSR:

It is that MNC's that have been carrying out the CSR activities in India for a long time. However, it is not familiar to the companies about the CSR concept prior to the enactment of Companies Act, 2013. There are so many amendment has been made like Companies Act, and Corporate Social Responsibility. This made the Companies to fulfill the criteria of the CSR. The main aim for implementing the CSR and making the activities mandatory because the business also has some responsibilities towards the societies, environment and the people. Though they are carrying philanthropic activities before independence era, but need to have CSR implementing ideas, strategies and to bring a real change as a whole. It has been found that most Indian companies very reluctant in fulfilling their obligations in CSR. They did not have strong strategies, plans and portfolios to implement it.

There are 1.31 billion people of India live in Poverty, hunger, unemployment, and other problems. Though the Government is taking measures to eradicate these problems it is not possible without the participation of the Corporates and the SME's. Corporates can bring out many social changes with their efforts in health care, malnutrition, education, Sanitation, Pure Drinking water facilities, Urbanization, creating of employment opportunities and awareness in protecting the Environment.

Volume 9 Issue 12, December 2020

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The implementing law is just an action. It depends upon the Corporations to take initiatives and executing their ideas and plans into action. This should benefit the target group which needs attention both from the Government and the Corporates for their social development and the standard of living. It is also the Government should take steps and align the ideas and strategies with the Corporations and fulfill the goals of the CSR.

2. Literature Review

The era of increased knowledge and information moves us towards the rapid changes it is growing more and more with the passage of time. It has been more conscious about the changes and development in CSR. For the study many literatures have been gone through. Over the past decades, the concept of corporate social responsibility has become a major area of research and especially on the companies contributing to each sector for the social development and effect on various sectors benefit from CSR spending. Therefore, for the study, papers literatures, previous researches have been reviewed related to social responsibility, and other areas related to Corporate Social Responsibility.

Mohr divides definitions on CSR into two types: multi-dimensional definitions and definitions based on social marketing. Multi-dimensional definitions list main social responsibilities for corporations, while social marketing concept views CSR according its impacts on society.

Davis and Blamestorm define CSR from social perspective, they state that CSR refers to actions taken by a corporation to protect and improve social well-being and corporate interests. According to Kotler argue that CSR means running the firm in a way which can maintain and improve social well-being. McWilliams and Siegel regard CSR as a firm's responsibility to enhance social interests; this responsibility goes beyond laws and the firm's interests. The other literatures that have been reviewed for the Study are:

Davis & Kieth in (1960) concluded CSR as, "Execution of the businesses policies shall not be restricted to the firm's corporate interests only rather it should also cater for the socio- legal aspects as well. Here the author argued that the business policies should not constrain only to the firm's interest it should also cater the need of the society

Kilcullen & Kolstra, (1999) has told corporate social responsibility indicates degree of moral obligation that may be ascribed to corporations beyond simple obedience to the laws of the state. Author States that, CSR needs to be implemented by keeping in mind the Legislation.

Hick, (2000) conceptualizes, corporate social responsibility revolves around the relationship between the business and the society it indicates the responsibilities and determines the business behavior towards its stakeholders. Hick argued that, the companies have responsibilities towards the society.

David Vogel, (2005) examined corporate social responsibility is a very important dimension of corporate strategy and not a precondition for business success. The

businesses must find a viable course of action between what is socially and ethically rights and what are economically profitable". David says that the socio-economic goals need to be achieved through CSR.

The economic Times (2012), news highlighted the views of former president Dr. APJ Abdul Kalam in a CSR award function organized by industry body Ascham. Dr. Kalam said that companies should devote some part of its goal to corporate services. It should make mandatory for all the companies to spend a percentage of its profit on corporate social responsibility

Research Gap:

Only limited research studies have attempted to examine whether corporates have implemented CSR initiatives as recommended by ministry of corporate affairs due to which how the society by enlarge have been benefited in the form of social infrastructure such as health, education, Based on the Literature Review, it has been identified that there is a gap in the area of study i.e not many research have been undertaken by any researches in areas of CSR legislative extension, sectors identification on CSR funding and especially Deficiencies by Corporate funding.

Statement of the Problem:

Though the CSR initiatives were practiced by Indian Corporate houses which was taken at a minimum level of operation due to non-mandatory stand of legislature. The amendment of companies act of 2013 has made mandate to spend 2% of Average 3 years profit on CSR initiatives for the social upliftment projects. Is there a need for identifying the areas which has been improved through corporate social responsibility directives of the company. The study is been exploratory in nature to identify untapped areas and to suggest the appropriate programs which need to be implemented for social welfare of the society.

Objectives

- To analyze compliance of chosen companies of IT Industry on CSR initiative as per amended companies act of 2013.
- To analyze the spending pattern of selected IT companies and benefit to the various sectors of the society.
- To analyze the deficiencies in among the Chosen IT companies in India

Research Methodology

The Study is Analytical in Nature collected data has been analyzed and carrying out analyses on a phenomenon and mostly involves secondary data. The data relies on Secondary data collected through Annual Reports of the Company, Newspapers, Magazines, Publication, Government websites, and official websites. Descriptive method of analyses has also been carried out that describes the characteristics of the population. Judgmental sampling method is used as sampling technic a non-probability sampling technique where the selected IT Companies have been taken as sample based on the knowledge and professional judgment

3. Analysis of Data

a. To analyze compliance of chosen companies of IT Industry on CSR initiative as per amended companies act of 2013

Table 1: Showing CSR expenditure of Infosys for the financial year 2014-2019 (Rs in Crores)

Year	Average Net Profit	CSR Expenditure Mandate 2%	Actual CSR Expenditure	Amount Unspent	Complied/Non Complied
2014-15	12,133	243	239.54	3.46	NO
2015-16	12,800	256.01	202.3	53.71	NO
2016-17	14,371	287.42	280.44	6.98	NO
2017-18	15,313	310.25	312.6	Nil	YES
2018-19	17018	340.35	342.04	Nil	YES
Average	14,327	287	275	21	

Note: Compiled by the author from the annual reports of the company.

For the Observed period of financing year commencing from 2014-19 average amount of net profit reported is 14,327 Cr in which CSR Mandate expenditure as of to be 287 Cr whereas, actual average CSR expenditure spent by Infosys for the referred period is 275 Cr. Statistically, amount unspent for the financial year 2014- 19 is 21 cr.

From this observed period out of five financial year Infosys have not complied with CSR mandate expenditure for 3 years i.e 2014-15, 2015-16 and 2016-17 company has not complied with the required mandate amount of CSR expenditure of 2%.

Table 1.1: Showing Program wise expenditure of Infosys company for the financial year 2014-2019 (Rs in Crores)

Year	Community Health Care	%	Education	%	Environmental Sustainability	%	Rural development	%	Total
2014-15	83.12	34.70	163.66	68.32	0	0.00	28.55	11.92	239.54
2015-16	74.93	37.04	43.6	21.55	10.34	5.11	50.88	25.15	202.3
2016-17	80.25	28.62	56.42	20.12	95.13	33.92	37.01	13.19	280.44
2017-18	46.55	14.89	14.1	4.51	213.92	68.43	27.00	8.63	312.6
2018-19	77.07	22.53	92.96	27.18	143.07	41.83	19.30	5.64	342.04
Average	72.384	27.55	74.14	28.33	92.49	29.86	32.54	12.90	275.38

Note: Compiled by the author from the annual reports of the company.

During the financial year 2014 -19 Infosys have spent on an average more towards Environmental sustainability and ecological balance (92.4cr) this comprising of Infrastructure for Bengaluru metro station and solar projects carried out for various locations like KonapanaAgrahara, Manikonda, Telengana, Kerala, Odisha, Tamil Nadu and Karnataka. The company also constitutes support infrastructure including inverters, transformers and also contributed towards Rejuvenation of lakes like Hebbal, Mysore, and Ramnagara. They have also taken up LED Light Street like projects in Udaipur ad Maharashtra. Next, Infosys have given priority towards Education Sector on an average they spent 74.1 cr towards promoting education and enhancing vocational skills through Infosys science foundation and Data security council of India in Bengaluru. They have also contributed towards library project for various places like Guntur, Andhra Pradesh and New Delhi. Community Health Care is also one of the major contribution by Infosys during the financial year 2014-19 on an average 72.3 cr towards this project that comprising of promoting healthcare including preventive healthcare, Kidwai Memorial Institute of Oncology in Bengaluru, Sri Ramakrishna Ashrama Charitable Hospital in Thiruvananthapuram, BMC Development Trust in Bengaluru, Meditation Centre in Bengaluru. Lastly, on an average amount spent towards the Rural Development projects is 32.5cr on various projects across India like Road construction Mudipu, Karnataka, Collectives for Integrated Livelihood Initiatives Jamshedpur, Saraswathi Education and Welfare Trust Bengaluru, N M Sadguru Water and Development Foundation Jhalawar, Kota

and Banswara, Rajasthan. Less initiatives have been taken up by the company towards Rural development (12.9%) towards CSR funding.

Table 2: Showing CSR expenditure of Tech Mahindra for the financial year 2014-2019 (Rs in Crores)

Year	Average Net Profit	CSR Expenditure Mandate 2%	Actual CSR Expenditure	Amount Unspent	Complied/ Non Complied
2014-15	1,544	30.88	53.21	2	NO
2015-16	2,070	41.4	46.91	0	YES
2016-17	3,041	60.82	62.33	0	YES
2017-18	3,578	71.55	76.42	0	YES
2018-19	4220.5	84.41	90.36	0	YES
Average	2,891	58	66	1	NO

Note: Compiled by the author from the annual reports of the company.

For the Observed period of financing year commencing from 2014-19 average amount of net profit reported is 2,891 Cr in which CSR Mandate expenditure as of to be 58 Cr whereas, actual average CSR expenditure spent by company for the referred period is 66 Cr. Statistically, amount unspent for the financial year 2014- 19 is 1 cr. From this observed period out of five financial year Tech Mahindra have not complied with CSR mandate expenditure for one year i.e 2014-15 company has not complied with the required mandate amount of CSR expenditure of 2%.

Table 2.1: Showing Program wise expenditure of Tech Mahindra Company for the financial year 2014-2019 (Rs in Crores)

Year	Community Health Care	%	Education	%	Environmental Sustainability	%	Rural development	%	Total
2014-15	0	0	50.52	100.00	0	0	0	0	50.52
2015-16	0	0	46.91	100.00	0	0	0	0	46.91
2016-17	0	0	62.33	100.00	0	0	0	0	62.33
2017-18	5.88	7.69	69.48	90.92	0	0	0	0	76.42
2018-19	5.54	6.13	78.59	86.97	0	0	0	0	90.36
Average	2.28	3.45	61.56	95.58	0	0	0	0	65.30

Note: Compiled by the author from the annual reports of the company.

During the financial year 2014 -19 Tech Mahindra have spent on an average more towards Education Sector 61.56 cr this comprising of school education in various places like Delhi, Telangana, Karnataka, Tamilnadu, west Bengal, Odisha and Maharashtra. They also contribute towards technical education through Mahindra Ecole Centrale (MEC) and also significant contribution towards education sector

through K.C.Mahindra education trust. Next, Contributed towards Community Health Care on an average of 2.28 cr towards health projects, recycle project and Nursing school. There is Zero contribution by the company towards Environment sustainability and Rural Environment on CSR expenditure for the financial year 2014-19.

Table 3: Showing CSR expenditure of TCS for the financial year 2014-2019 (Rs in Crores)

Year	Average Net Profit	CSR Expenditure Mandate 2%	Actual CSR Expenditure	Amount Unspent	Complied/Non Complied
2014-15	19,852	397.04	303.73	93.31	NO
2015-16	24,292	485.83	381.42	104.41	NO
2016-17	26,289	525.78	437	88.78	NO
2017-18	25,826	516.52	505	11.52	NO
2018-19	31,472	629.44	527	102.44	NO
Average	25,546	511	431	80	

Note: Compiled by the author from the annual reports of the company.

For the Observed period of financing year commencing from 2014-19 average amount of net profit reported is 25,546 Cr in which CSR Mandate expenditure as of to be 511 Cr whereas, actual average CSR expenditure spent by company for the referred period is 431 Cr. Statistically, amount unspent for the financial year 2014- 19 is 80

Cr.From this observed period out of five financial year TCS have not complied with CSR mandate expenditure for five years i.e 2014-15,2015-16, 2016-17, 2017-18,2018-19 company has not complied with the required mandate amount of CSR expenditure of 2%.

Table 3.1: Showing Program wise expenditure of TCS Company for the financial year 2014-2019 (Rs in Crores)

Year	Community Health Care	%	Education	%	Environmental Sustainability	%	Rural development	%	Total
2014-15	30.78	10.13	51.75	17.04	11.08	3.65	0	0	303.73
2015-16	182.05	37.47	34.38	7.08	1.99	0.41	0	0.4	485.83
2016-17	288.5	66.02	90.6	20.73	0.6	0.14	0	0	437
2017-18	308.	60.99	91	18.02	1.0	0.20	0	0	505
2018-19	388.	71.59	36	6.64	36.0	6.64	0	0	542.00
Average	239.47	59.0	60.74	13.90	10.13	2.20	0	0.08	454.71

Note: Compiled by the author from the annual reports of the company.

During the financial year 2014 -19 TCS have spent on an average more towards Community Health Care(239.47 Cr) this comprising of Eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation including contribution to the Swach Bharat Kosh set-up by the Central Government for the promotion of sanitation and making available safe drinking water across nation. education, including special education and employment enhancing vocation skills especially among children, Secondly, company contributed on an average of 60.74 Cr. towards Education that constitutes Promoting women, elderly, and the differently abled and livelihood

enhancement projects, measures for reducing inequalities faced by socially and economically backward groups across the nation. Thirdly, company contributed on a average of 10.31 Cr. towards Environmental Sustainability Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga. There is Zero contribution by the company towards Rural Environment on CSR expenditure for the financial year 2014-19.

Table 4: Showing CSR expenditure of Wipro for the financial year 2014-2019 (*Rs in Crores*)

Year	Average Net Profit	CSR Expenditure Mandate 2%	Actual CSR Expenditure	Amount Unspent	Compiled/NON Compiled
2014-15	6,415	128.3	132.7	0	YES
2015-16	7,800	156	159.82	0	YES
2016-17	6,415	176.4	186.3	0	YES
2017-18	915	183.3	186.6	0	YES
2018-19	8,802	176.1	185.3	0	YES
Average	6,070	164	170	0	YES

Note: Compiled by the author from the annual reports of the company.

For the Observed period of financing year commencing from 2014-19 average amount of net profit reported is 6,070 Cr. in which CSR Mandate expenditure as of to be 164 Cr whereas, actual average CSR expenditure spent by company for the referred period 170 Cr. Statistically, amount unspent for the financial year 2014- 19 is Nil. From this

observed period out of five financial year Wipro have compiled with CSR mandate expenditure for five years i.e 2014-15,2015-16, 2016-17, 2017-18,2018-19 company has compiled with the required mandate amount of CSR expenditure of 2%.

Table 4.1: Showing Program wise expenditure of Wipro Company for the financial year 2014-2019 (*Rs in Crores*)

Year	Community Health Care	%	Education	%	Environmental Sustainability	%	Rural development	%	Total
2014-15	1.27	0.96	93.18	70.22	38.20	28.78	0.46	0.35	132.70
2015-16	0.38	0.24	109.79	68.70	48.98	30.64	0.28	0.18	159.82
2016-17	0.19	0.10	129.09	69.30	56.42	30.28	0.31	0.17	186.30
2017-18	0.90	0.49	134.18	71.00	50.37	26.99	0.33	0.18	186.60
2018-19	0.76	0.41	123.19	66.49	55.27	29.82	0.74	0.40	185.30
Average	0.70	0.43	117.88	69.31	49.84	29.30	0.42	0.25	170.14

Note: Compiled by the author from the annual reports of the company.

During the financial year 2014 -19 Wipro have spent on an average more towards Education (117.88 Cr) comprising of Education for Underprivileged in proximate communities covering various stated like Ahmedabad, Gujarat ,Andaman and Nicobar Islands, Ayodhya (UP),Kolkata (West Bengal), Koppal (Karnataka), Lucknow (UP), Majuli (Assam), Mewat (Haryana), Mumbai (Maharashtra), Delhi NCR, Palampur (Himachal Pradesh), Rayagada (Odisha), Rudraprayag (Uttarakhand), Saharsa (Bihar), Samalkha (Haryana), Bengaluru, Chennai and also they have made Initiatives in Education of children with Disability, Initiatives in sustainability education in schools and colleges across India(51 districts in 29 states and 3 Union Territories of India), Program of higher education in engineering and technology linked to skills development for the IT industry, Initiatives in improving education in engineering colleges in India Covering all parts of India. Secondly, company spent on Community Health Care (70 lakhs) this comprising of Providing preventive and curative health services with specific focus on malnutrition and infant mortality rate in various places like Maharashtra, Karnataka, Mysore, New Delhi and even Nagaland. Also taken Initiatives in Art and Culture and the urban public space and the project covered Protection and Promotion of national heritage, art and culture in Bengaluru. Thirdly, company have contributed on an average of (49.84 Cr) towards Ensuring environmental sustainability, ecological balance, Agroforestry in which projects covered of water and Biodiversity in Karnataka, Waste Management projects in Karnataka and Sustainability Advocacy and Research in Bengaluru (Karnataka), New Delhi, Bhubhaneshwar (Odisha), Chennai (Tamil Nadu), Kurnool (Andhra Pradesh), Guwahati (Assam), Jharkhand and others. Lastly, on an average company have spent towards Rural Development Projects (42 Lakhs) in Rural livelihood programs covering northern and southern parts of

India like Uttarkashi (Uttarakhand), Cuddalore, Coimbatore (Tamil Nadu), Kottapuram, Thrissur, Kottayam (Kerala).

4. Findings of the Study

- Being a value-driven company, Infosys always abided by the highest levels of responsible business practices. During the financial year 2014 -19 Infosys have spent on an average more towards Environmental sustainability and ecological balance (92.4cr). Next, Infosys have given priority towards Education Sector on an average they spent 74.1 cr towards promoting education and enhancing vocational skills through Infosys science foundation and Data security council of India in Bengaluru. Thirdly, Community Health Care is also one of the major contribution by Infosys during the financial year 2014-19 on an average 72.38 Cr towards this project that comprising of promoting healthcare including preventive healthcare. Lastly, on an average amount spent towards the Rural Development projects is 32.5 cr on various projects across India.
- Tech Mahindra's spent towards education on an average 61.5 Cr (2014-19) comprising of school education in various places covering Northern and Southern India. Next, Contributed towards Community Health Care on an average of 2.28 cr towards health projects, recycle project and Nursing school. There is Zero contribution by the company towards Environment sustainability and Rural Environment on CSR expenditure for the financial year 2014-19.
- During the financial year 2014 -19 TCS have spent on an average more towards Community Health Care(239.47 Cr) this comprising of Eradicating hunger, poverty and malnutrition. Secondly, company contributed on an average of 60.74 Cr. towards Education that constitutes

Promoting women, elderly, and the differently abled and livelihood enhancement projects.. Thirdly, company contributed on an average of 10.31 Cr. towards Environmental Sustainability Ensuring ecological balance, including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga. There is Zero contribution by the company towards Rural Environment on CSR expenditure for the financial year 2014-19.

d. During the financial year 2014 -19 Wipro have spent on an average more towards Education (117.88 Cr) comprising of Education for Underprivileged in proximate communities Initiatives in Education of children with Disability, Initiatives in sustainability education in schools and colleges across India (51 districts in 29 states and 3 Union Territories of India). Secondly, company spent on Community Health Care (70 lakhs) this comprising of Providing preventive and curative health services with specific focus on malnutrition and infant mortality rate. And also taken Initiatives in Art and Culture and the urban public space and the project covered Protection and Promotion of national heritage, art and culture in Bengaluru. Thirdly, company have contributed on an average of (49.84 Cr) towards ensuring environmental sustainability and ecological balance. Lastly, on an average company have spent towards Rural Development Projects (42 Lakhs) in Rural livelihood programs covering northern and southern parts of India

To analyze the deficiencies in among the Chosen IT companies in India.

Companies cannot prosper in a world plagued with poverty, inequality, violence and environmental stress. Hence the companies that are doing good in terms of revenue should forward to feed the sectors that are craving for funds. For this, companies must align themselves with global development priorities and catalyze towards SDG's (sustainable Development Goals). In such a scenario Corporate responsibility presents a unique opportunity to companies across the globe to contribute towards SDG's. In the above study there is a deficit in CSR spending among the Selected IT companies and also in appropriate allocation of funds in various Sectors. It is a basic need for the government to tap the philanthropic capital and to ensure how it can use this capital to experiment with new ideas to attain some government programs.

5. Conclusion

The enactment of provisions in company law by the government directing the corporates to implement CSR funding appears to have opened the thinking process of corporate top management. It is a change in the perspective of corporates to obligations to society. Though, CSR has been accepted by Corporate India, It is seen that a lot more required to be done to achieve the legislative intention. There appears to be a skewed allocation of funds by corporates to various sectors craving for funds. During the Financial year 2014-19 it has been observed that the companies which have taken for study on an average spent more towards education and Community Health care. There are very less contribution or Zero Contribution towards

Rural Development and Environmental sustainability. The Economic wellbeing of people living in rural areas often relatively isolated and the companies should come forward to empower the rural people by providing them education and proper health care. They need to have proper infrastructure like electricity and water so that they are also free from the cycle of droughts and floods. Government may initiates steps indicating a blue print for corporates on funds distribution to sectors which need to be improved and that will generate social benefit.

6. Recommendations and Suggestions

- a) Infosys Company works primarily through its CSR trust, the Infosys Foundation, towards supporting projects in the areas of education, eradication of hunger and malnutrition, art and culture, healthcare, destitute care and rehabilitation, environmental sustainability, disaster relief and rural development. In this study company has proportionately allocated funds towards all the four sectors like Environmental Sustainability, Community Health Care, Education Sector and Rural development. In order to achieve the SDG's in 2030 there are other sectors which are untapped like Infrastructure, peace and justice, Innovation need to fuel fund by the company in terms of CSR. It needs to be addressed by the company by allocating required amount of CSR expenditure.
- b) Tech Mahindra implements CSR programmes in promoting Education and Employability through a variety of projects. And they have also focused their CSR funding towards Community Health Care and according to study made there is Zero Contribution towards Rural development and Environmental Sustainability. Though they have complied with the CSR mandate their CSR strategies need to be formulated in such a way that sectors need to be identified and appropriate funding need to be catalyzed in these basic sectors.
- c) TCS engages in community initiatives that are designed to create 'Impact through Empowerment', in the areas of education and skill building, health and wellness, and environment. All these sustainability initiatives have tangible outcomes, on both individuals and communities. Their impact is regularly measured, reported and improved upon CSR initiatives which reaches more than 1.66 million beneficiaries globally. During the financial year 2014 -19 TCS have spent on an average more towards Community Health Care which comprises in eradicating hunger, poverty and malnutrition. Education is an integral part of development, and critical to a country's economic competitiveness. They have contributed towards education projects appropriately and contributed towards Environmental Sustainability ensuring ecological balance, including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga. There is Zero contribution by the company towards Rural Environment on CSR expenditure for the financial year 2014-19 which the company needs to look into.
- d) Wipro always believe in good education empowers people, enables genuine progress and is the foundation for a society's wellbeing. They have also contributed towards Environmental sustainability initiatives taken on reducing urban water scarcity, providing clean and

affordable water of all sections of the population. Lastly, Out of four selected IT companies Wipro has contributed more than 40 lakhs towards Rural Development Projects their contributions in 2014 is very prominent company initiated two disaster rehabilitation projects in Uttarakhand and Odisha in response to the floods and cyclone events in 2013. In these entire places 20 village farmer's group have been formed with the objective of training them on alternate methods of farming. Their contribution can also be extended to other parts of India

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