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## **Corporate Social Responsibility in Various Sectors under Agra District**

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### **ABSTRACT**

Corporate Social Responsibility (CSR) initiatives serve as a powerful means for organizations to express their commitment to economic, environmental, and societal issues. This self-regulatory approach enables businesses and companies to maintain accountability not only to their stakeholders but also to the broader community. This paper examines and analyses the trend of Corporate Social Responsibility in different sectors under Agra district from 2014 to 2021 and finds that Corporate Social Responsibility activities are commendable in core areas of societal development.

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### **INTRODUCTION**

The concept of Corporate Social Responsibility (CSR) in India is regulated by Section 135 of the Companies Act, 2013, along with Schedule VII of the Act and the Companies (CSR Policy) Rules, 2014. These regulations outline the criteria for determining a company's CSR eligibility, as well as the implementation and reporting of their CSR initiatives. India boasts one of the most comprehensive CSR frameworks and strategies, positioning itself as a leader in pursuing sustainability objectives and promoting stakeholder engagement in national development.

In 2014, India established itself as the first nation to legally require corporate social responsibility (CSR) expenditures through Section 135 of the Companies Act, 2013. This legislation mandates that companies meeting certain financial thresholds must dedicate 2% of their average net profits to CSR activities.

### **REVIEW OF LITERATURE**

The research of Kapoor & Dhamija (2017) indicates that Indian companies have actively worked to fulfill the obligations of mandatory CSR spending. Collectively, these companies have allocated 74 percent of the required funds, with more than two-thirds of the surveyed firms investing over 75 percent of the minimum mandated amount for CSR initiatives. Multinational corporations have shown slightly better performance compared to public sector undertakings and other private sector entities.

Kavitha (2018) analyzed the changing trends and patterns of corporate social responsibility (CSR) expenditures during both the mandatory and voluntary phases. Manufacturing companies started to enhance their social investments in CSR initiatives, a trend that became more pronounced following the enactment of the Companies Act in 2013. In the voluntary phase, many businesses opted to support CSR primarily through donations rather than investing in social and community projects. Conversely, during the mandatory phase, there was a significant decline in the funds allocated to CSR donations,

while spending on social and community initiatives saw a remarkable increase. Furthermore, companies were subject to the new mandatory regulations.

According to Manner (2018), the research indicates that publicly traded companies in India allocate their resources towards social welfare, healthcare, education, skill development, environmental conservation, and the PMRF. Notably, the education sector emerges as a favoured choice for many corporations to direct their CSR investments during the analysed period.

Bergman, *et al.* (2019) studied on the evaluations and expert assessments between 2013 and 2019 revealed both the advantages and disadvantages of the Companies Act of 2013. This analysis pointed out that while numerous arguments support the Act, many of these same arguments are also presented as criticisms in other discussions. This contradiction underscores the difficulties faced by corporate responsibility initiatives in India as they strive to fulfil stakeholder expectations. Nevertheless, the Indian government has the opportunity to leverage CSR as a strategic tool to capitalize on the growing success of the private sector in addressing both local and national expectations.

Maqbool & Zamir (2019) examined the disclosure of corporate social responsibility (CSR) among Indian companies in accordance with the 2013 Companies Act. The analysis of annual reports revealed that 'fair business practices' garnered the most focus, followed by 'community development' and 'environmental activities'. Additionally, areas such as 'health', 'education', and 'energy management' were also prioritized. The results suggest that companies in the 'mining and mineral' and 'power sector' are the most proactive in disclosing their CSR initiatives.

#### OBJECTIVES OF THE STUDY

1. To understand the importance of CSR (Corporate Social Responsibility).
2. To study the different sectors of Corporate Social Responsibility under Agra district.
3. To compare the different sector of Corporate Social Responsibility under Agra district.

#### RESEARCH METHODOLOGY

**Scope of Study:** Agra District

**Duration of Study:** 7 Financial Years from 2014-15 to 2020-21

**Types of Study:** Analytical

**Type of Data:** Secondary Data

**Source of Data:** National CSR Portal

**Analysis Tool:** Trend Analysis, Time Series Analysis, Percentage

**Presentation Tool:** Bar Diagram, Pie Chart

#### ANALYSIS OF OBJECTIVE FIRST

##### IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY:

**1. Enhanced Public Perception:** This aspect is vital, as consumers evaluate your public image when making purchasing decisions. Simple actions, such as employees dedicating an hour each week to volunteer for a charity, demonstrate your brand's commitment to social responsibility. Consequently, this fosters a more favourable view among consumers

**2. Boosted Brand Visibility and Recognition:** A dedication to ethical practices will generate buzz, leading to increased awareness of your brand among a wider audience.

**3. Competitive Edge:** By adopting corporate social responsibility (CSR) initiatives, you differentiate yourself from industry rivals. This positions your company as one that prioritizes social and environmental considerations, setting you apart.

**4. Enhanced Customer Interaction:** If you implement sustainable practices, make sure to promote them widely. Utilize your social media platforms to share your initiatives and

create compelling narratives around your efforts. Additionally, engage local media to gain coverage, which will encourage customers to connect with your brand.

**5. Improved Employee Involvement:** Just as with customers, it is essential that your employees are aware of your CSR initiatives. Research indicates that employees prefer working for companies with a strong public image. By demonstrating a commitment to values such as human rights, you are more likely to attract and retain top talent.

**6. Additional Advantages for Employees:** Embracing CSR brings numerous benefits to your workforce. It cultivates a more positive and productive work environment, and by encouraging activities like volunteering, you promote both personal and professional development.

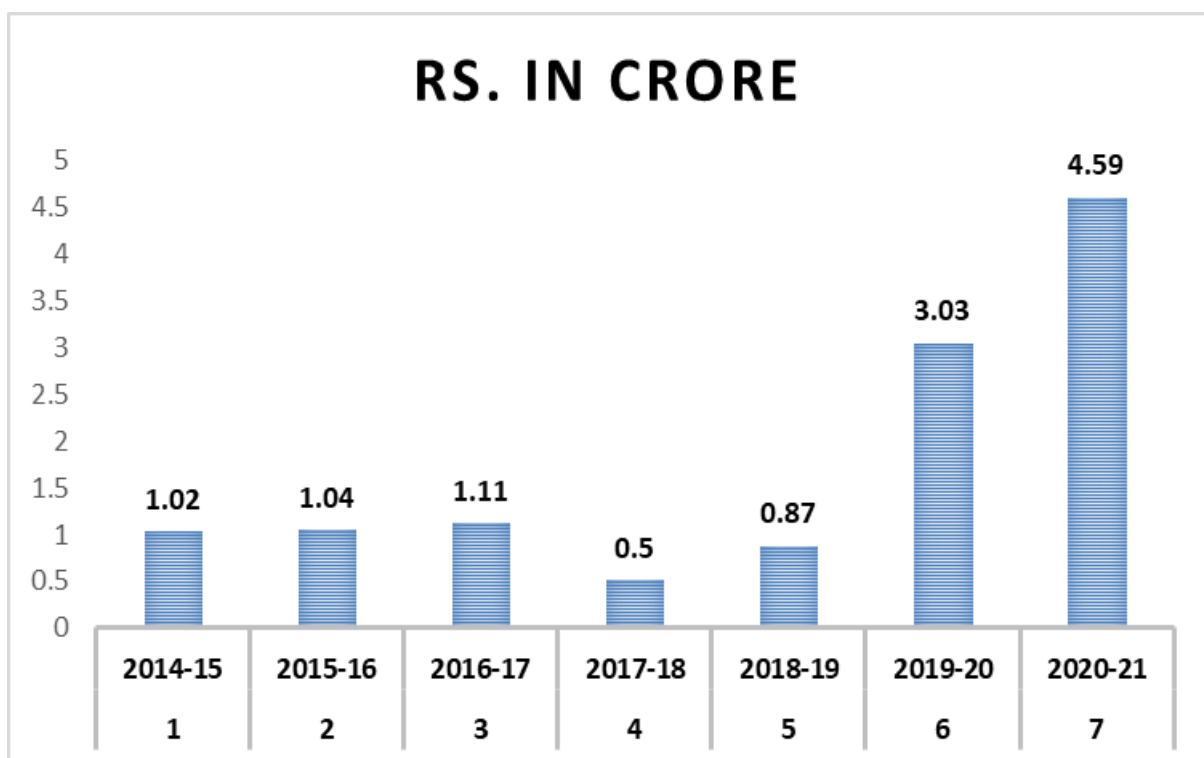
## ANALYSIS OF OBJECTIVE SECOND

### VARIOUS DEVELOPMENT SECTORS:

Various Development sectors in which the Corporate Social Responsibilities fulfilled are as follows-

**Table 1:** Amount spent on Education, differently abled, livelihood

Sr.No.	Financial Year	Rs. in crore
1	2014-15	1.02
2	2015-16	1.04
3	2016-17	1.11
4	2017-18	0.5
5	2018-19	0.87
6	2019-20	3.03
7	2020-21	4.59



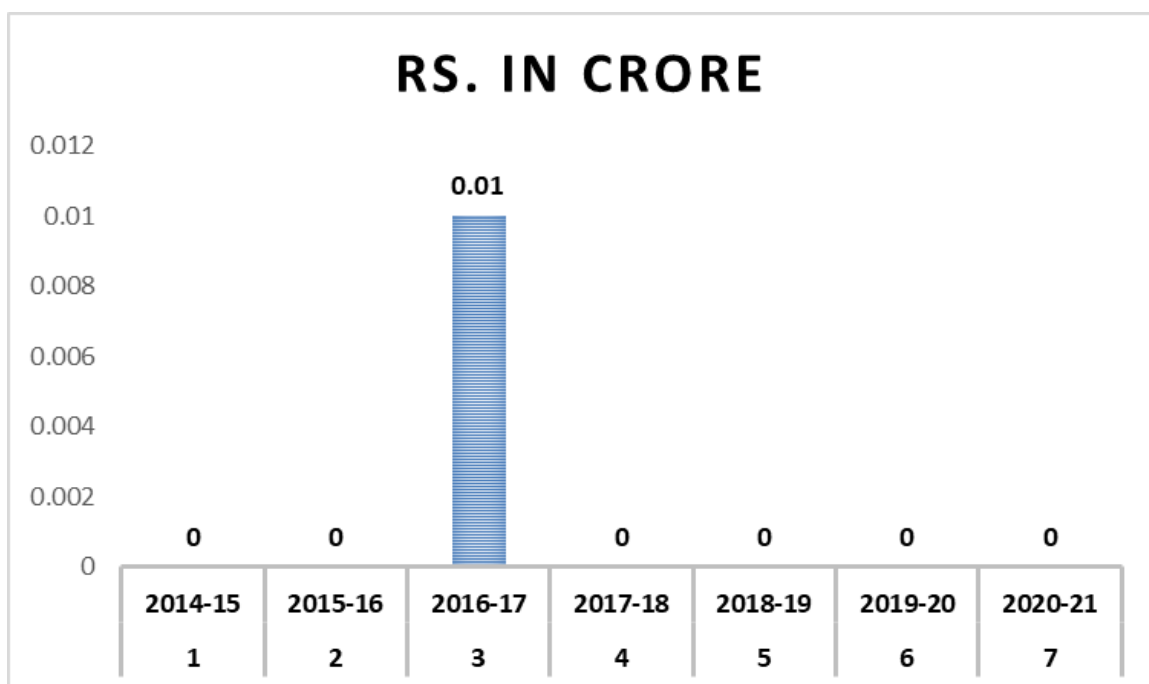
**Fig. 1:** Bar diagram showing amount spent on Education, differently abled, livelihood

**INTERPRETATION:**

Corporate Social Responsibilities in Education, differently abled, livelihood is showing an increasing trend except in 2017-18. It is highest in 2020-21.

**Table 2:** Amount spent on Encouraging sports

Sr.No.	Financial Year	Rs. in crore
1	2014-15	0
2	2015-16	0
3	2016-17	0.01
4	2017-18	-
5	2018-19	0
6	2019-20	-
7	2020-21	-



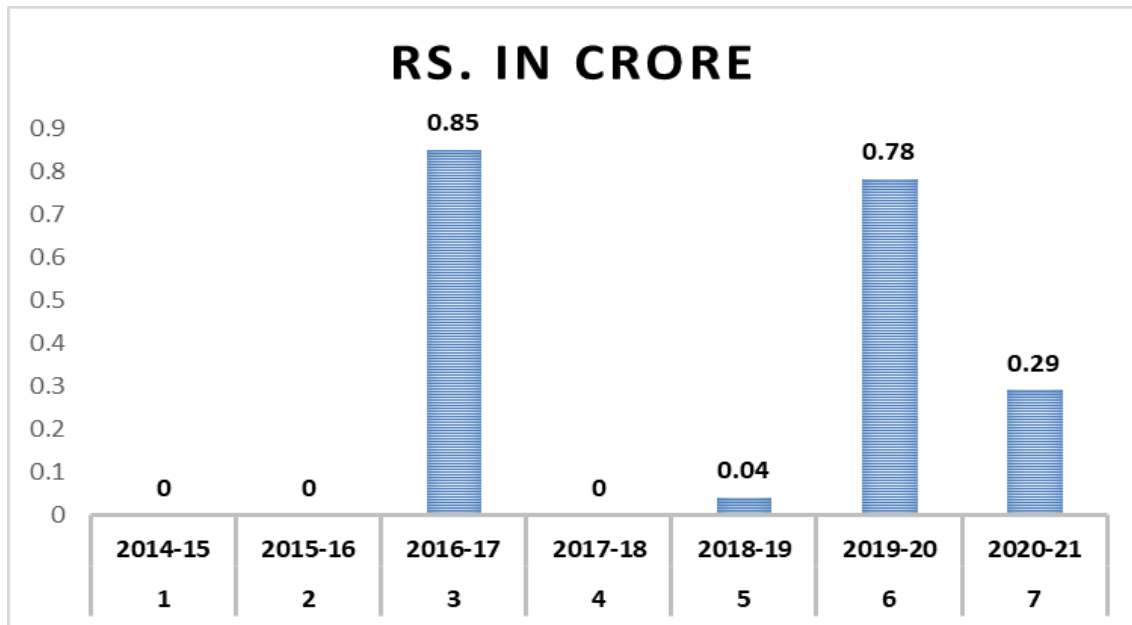
**Fig. 2:** Bar diagram showing amount spent on Encouraging sports

**INTERPRETATION:**

Corporate Social Responsibilities in Encouraging sports is almost nil in all seven years except in the year 2016-17. Every organisation should contribute towards sports also because it is also a necessary area.

**Table 3:** Amount spent on Environment, animal welfare, conservation of resources

Sr.No.	Financial Year	Rs. in crore
1	2014-15	0
2	2015-16	0
3	2016-17	0.85
4	2017-18	-
5	2018-19	0.04
6	2019-20	0.78
7	2020-21	0.29



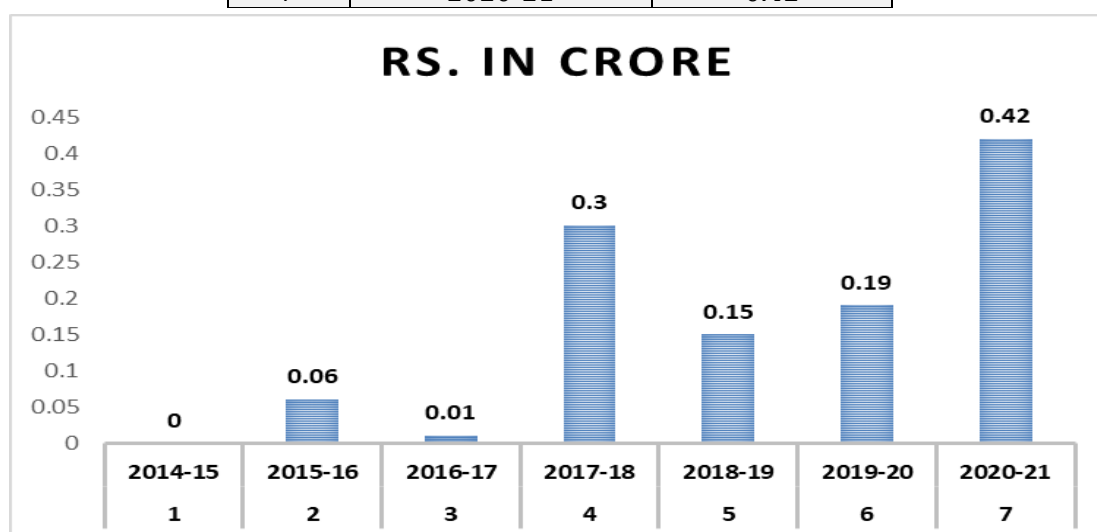
**Fig. 3:** Bar diagram- amount spent on Env., animal welfare, conservation of resources

#### INTERPRETATION:

Corporate Social Responsibilities in Environment, animal welfare, conservation of resources is not consistent in all seven year. It is highest in 2016-17 and decreasing from 2019 to 2021.

**Table 4:** Amount spent on Gender equality, women empowerment, old age home, reducing equalities

Sr.No.	Financial Year	Rs. in crore
1	2014-15	0
2	2015-16	0.06
3	2016-17	0.01
4	2017-18	0.3
5	2018-19	0.15
6	2019-20	0.19
7	2020-21	0.42



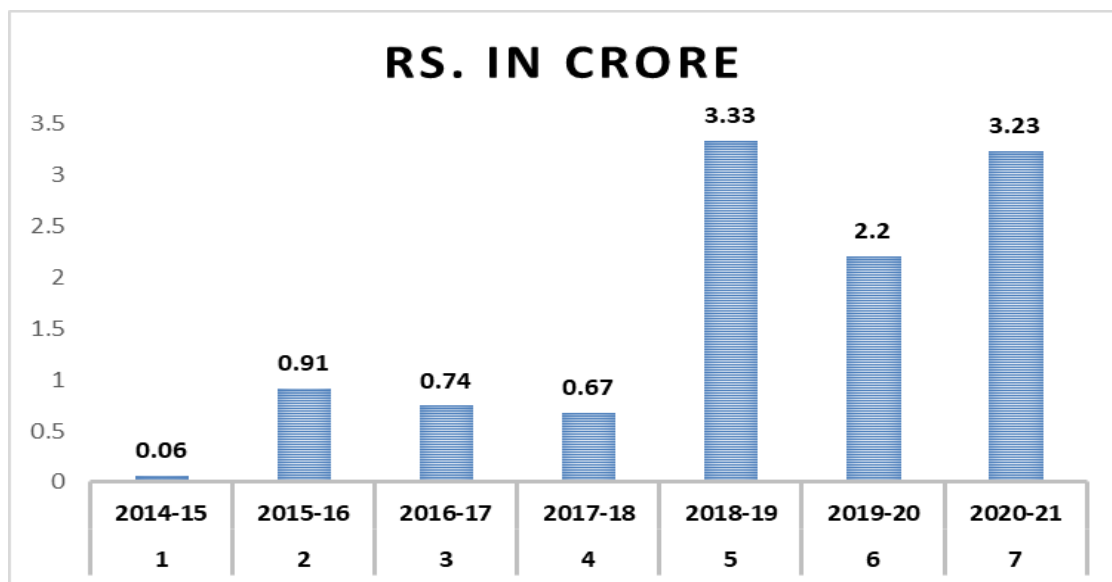
**Fig. 4:** Bar diagram- amount spent on Gender equality, women empowerment, old age home, reducing equalities

**INTERPRETATION:**

Corporate Social Responsibilities in Gender equality, women empowerment, old age home, reducing inequalities are not in good trend while it is a good sector for development. It is increasing from 2018 till 2020-21

**Table 5:** Amount spent on Health, eradicating hunger, poverty, malnutrition, safe drinking water, sanitation

Sr.No.	Financial Year	Rs. in crore
1	2014-15	0.06
2	2015-16	0.91
3	2016-17	0.74
4	2017-18	0.67
5	2018-19	3.33
6	2019-20	2.2
7	2020-21	3.23



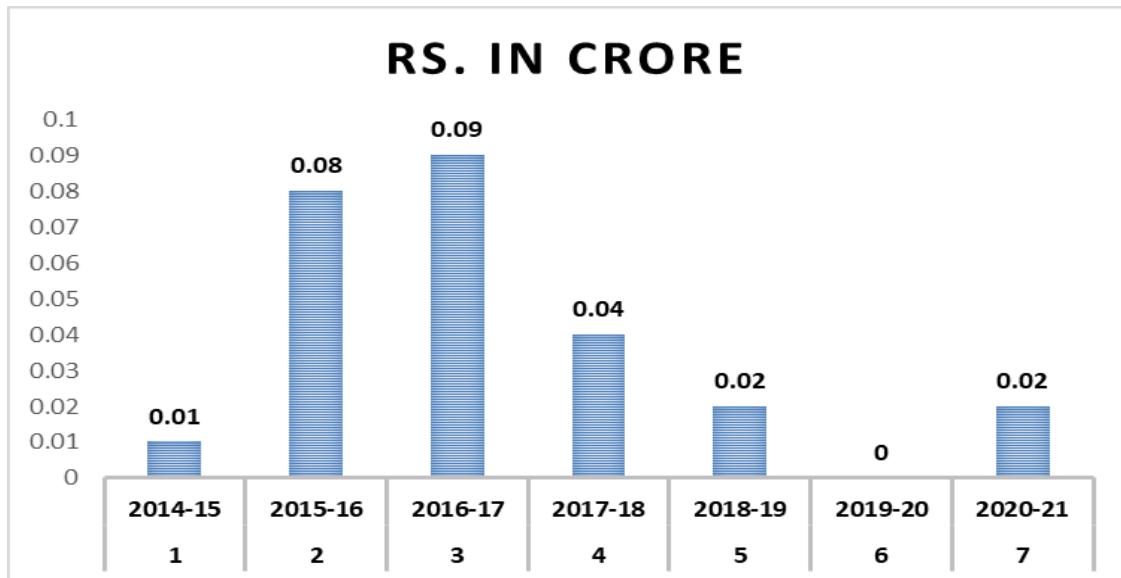
**Fig. 5:** Bar diagram showing amount spent on Health, eradicating hunger, poverty, malnutrition, safe drinking water, sanitation

**INTERPRETATION:**

Corporate Social Responsibilities in Health, eradicating hunger, poverty, malnutrition, safe drinking water, and sanitation is consistent in all seven years but it is decreasing as well in increasing trend. It is highest in 2018-19.

**Table 6:** Amount spent on Heritage, art and culture

Sr.No.	Financial Year	Rs. in crore
1	2014-15	0.01
2	2015-16	0.08
3	2016-17	0.09
4	2017-18	0.04
5	2018-19	0.02
6	2019-20	-
7	2020-21	0.02



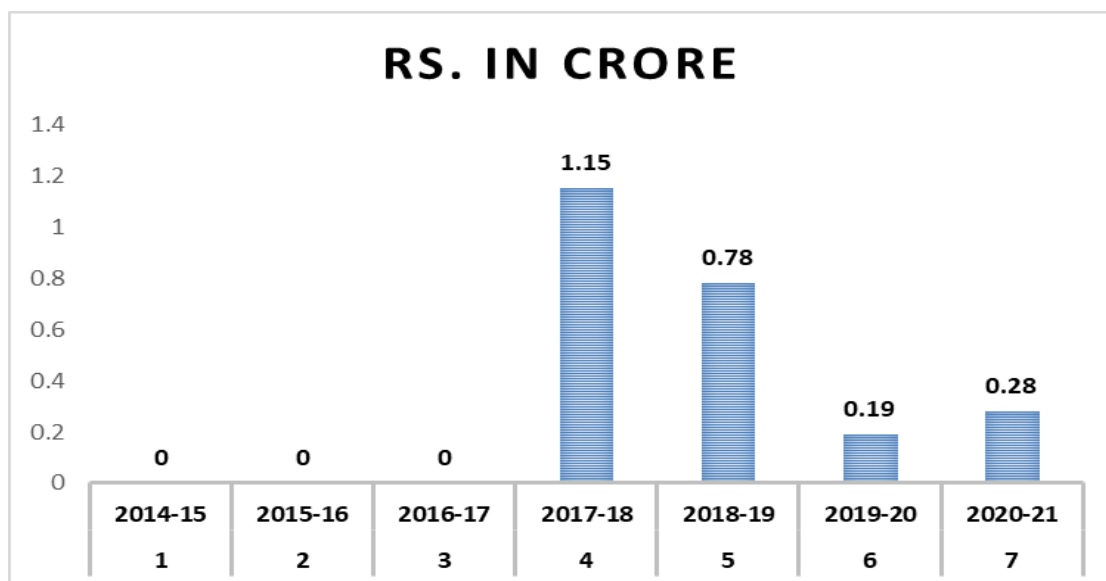
**Fig. 6:** Bar diagram showing Amount spent on Heritage, art and culture

#### INTERPRETATION:

Corporate Social Responsibilities in Heritage, art and culture is highest in 2016-17 and after that it is decreasing.

**Table 7:** Amount spent on rural development

Sr.No.	Financial Year	Rs. in crore
1	2014-15	-
2	2015-16	-
3	2016-17	-
4	2017-18	1.15
5	2018-19	0.78
6	2019-20	0.19
7	2020-21	0.28



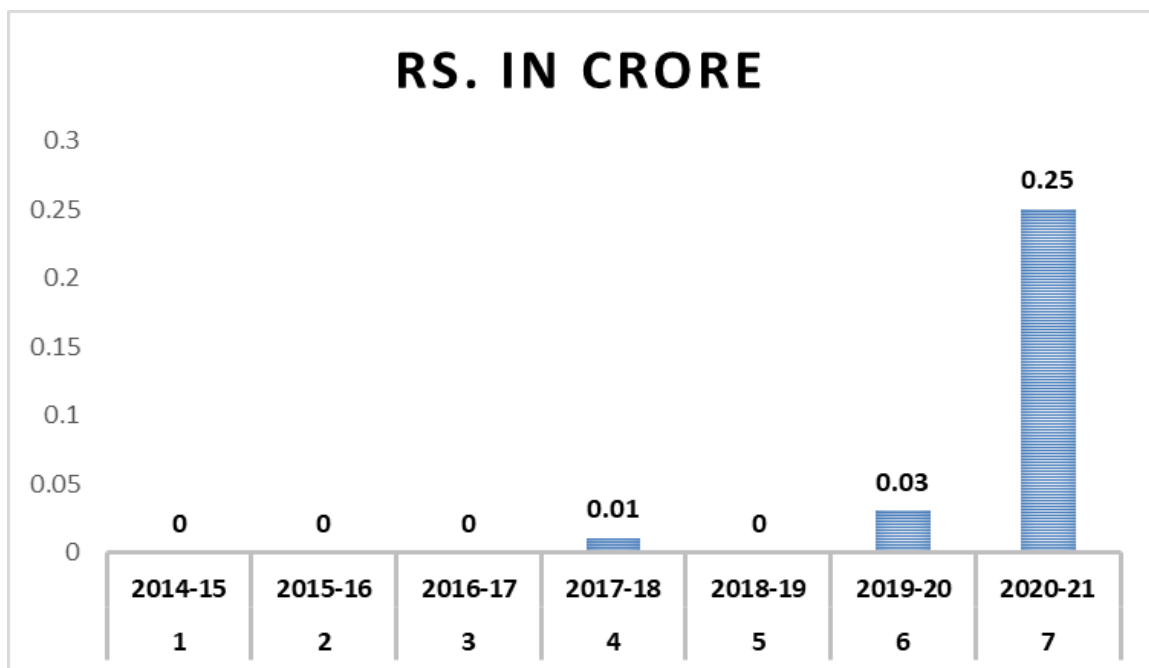
**Fig. 7:** Bar diagram showing amount spent on rural development

**INTERPRETATION:**

Corporate Social Responsibilities in Rural development is highest in 2017-18 after that it is decreasing. Rural development is also a crucial sector so there should be more and more CSR activities in this area.

**Table 8:** Amount spent on Slum area development

Sr.No.	Financial Year	Rs. in crore
1	2014-15	-
2	2015-16	-
3	2016-17	-
4	2017-18	0.01
5	2018-19	-
6	2019-20	0.03
7	2020-21	0.25



**Fig. 8:** Bar diagram showing Amount spent on Slum area development

**INTERPRETATION:**

Corporate Social Responsibilities in Slum area development is not good in last 6 year but it is highest in 2020-21. Which is good sign as far as slum area development is concerned.

**ANALYSIS OF OBJECTIVE THIRD**

The table No. 9 contains the following sectors by their short name:-

<b>Edu.-</b>	Education, differently abled, livelihood
<b>Sport.-</b>	Encouraging sports
<b>Env.-</b>	Environment, animal welfare, conservation of resources
<b>Gender.-</b>	Gender equality, women empowerment, old age home, reducing equalities
<b>Health.-</b>	Health, eradicating hunger, poverty, malnutrition, safe drinking water, sanitation
<b>Art.-</b>	Heritage art and culture
<b>Rural.-</b>	Rural development
<b>Slum.-</b>	Slum area development



**Table 9:** Year wise and sector wise amount spent

Sr.No	Year	Edu.	Sport.	Env.	Gender.	Health.	Art.	Rural.	Slum.
1	2014-15	1.02	0	0	0	0.06	0.01	-	-
2	2015-16	1.04	0	0	0.06	0.91	0.08	-	-
3	2016-17	1.11	0.01	0.85	0.01	0.74	0.09	-	-
4	2017-18	0.5	-	-	0.3	0.67	0.04	1.15	0.01
5	2018-19	0.87	0	0.04	0.15	3.33	0.02	0.78	-
6	2019-20	3.03	-	0.78	0.19	2.2	-	0.19	0.03
7	2020-21	4.59	-	0.29	0.42	3.23	0.02	0.28	0.25
<b>Total</b>		<b>12.16</b>	<b>0.01</b>	<b>1.96</b>	<b>1.13</b>	<b>11.14</b>	<b>0.26</b>	<b>2.4</b>	<b>0.29</b>

**INTERPRETATION:**

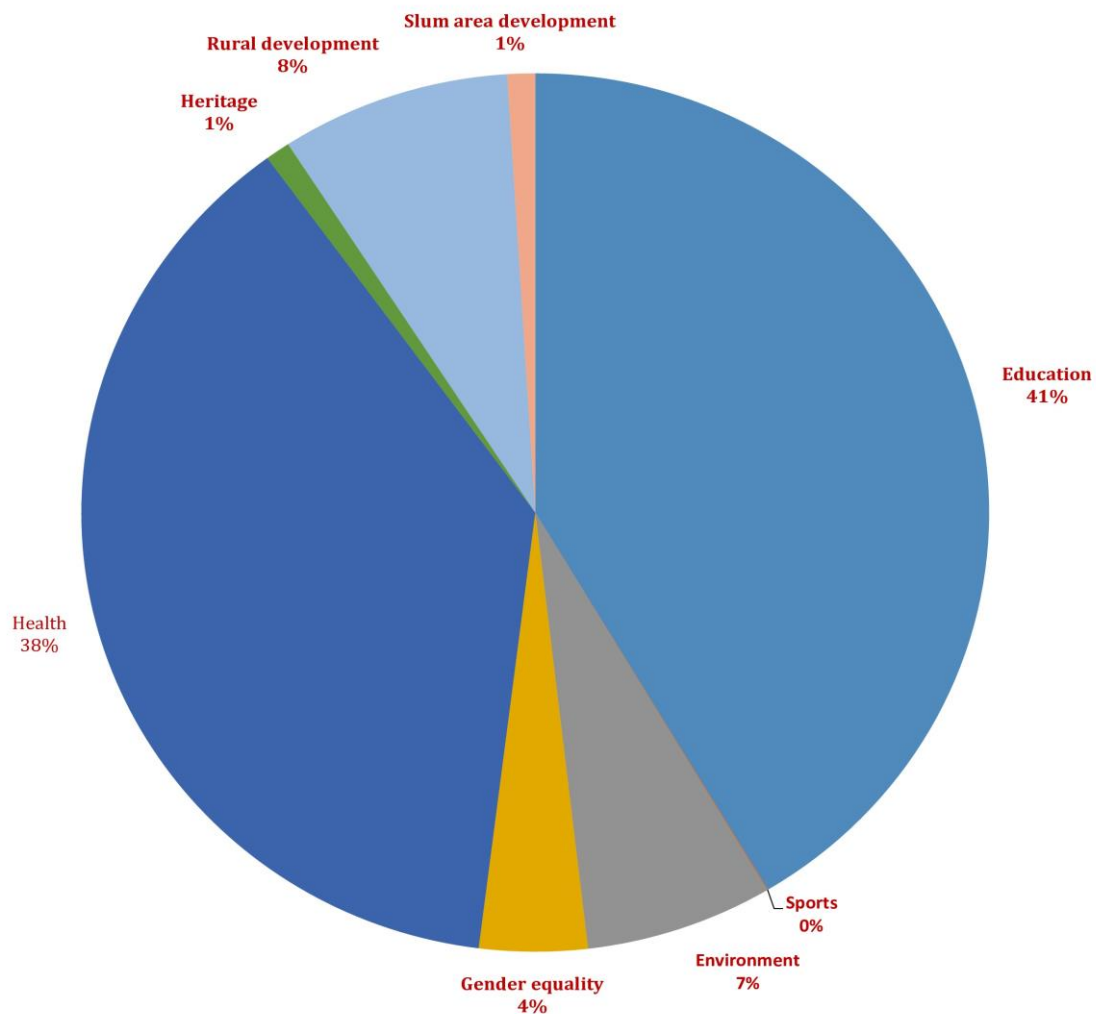
The table represent the amount spent as corporate social responsibility in the various sector and Among all the sectors corporate social responsibility in Education, differently abled, livelihood, Environment, animal welfare, conservation of resources, Gender equality, women empowerment, old age home, reducing equalities, Health, eradicating hunger, poverty, malnutrition, safe drinking water, and sanitation, Heritage art and culture is good and praiseworthy. There is great need of corporate social responsibility activities in Promotion of sports rural advancement, and development of slum areas.

**Table 10:** Amount spent in various sectors and their percentage from total amount

Sr.No.	Sector in corporate social responsibility	Sector code name	Rs. in crore & %	
1.	Education, differently abled, livelihood	Education	12.16	41%
2.	Encouraging sports	Sports	0.01	0%
3.	Environment, animal welfare, conservation of resources	Environment	1.96	7%
4.	Gender equality, women empowerment, old age home, reducing equalities	Gender equality	1.13	4%
5.	Health, eradicating hunger, poverty, malnutrition, safe drinking water, sanitation	Health	11.14	38%
6.	Heritage art and culture	Heritage	0.26	1%
7.	Rural development	Rural development	2.4	8%
8.	Slum area development		0.29	1%
<b>Total</b>			<b>29.35 crore</b>	

**INTERPRETATION OF PIE CHART:**

For the purpose of comparison of CSR activities in various sectors, code names are assigned so as to enable better presentation of pie chart. Pie chart is representing the whole amount spent in various sectors in the form of percentage. Amount spent on Education, differently abled, livelihood is highest i.e. 41% of the total amount. Second highest percentage is 38% which is in the Health, eradicating hunger, poverty, malnutrition, safe drinking water and sanitation. Amount spent as CSR activities in sports is 0% of the total amount.



**Table 9:** Pie Chart showing the amount spent in various sectors and their percentage from total amount

#### FINDINGS OF THE STUDY

1. Study shows that trend of corporate social responsibility in the various sector is positive.
2. Corporate social responsibility in encouraging sports is very minimum and not consistent

#### LIMITATIONS OF THE STUDY

1. This study is based on secondary data.
2. This study does not represent organization and company wise data of corporate social responsibility

#### CONCLUSION

As a conclusion it can be said that every organization should conduct their operations in a manner that positively influences society and the environment. By embracing CSR, businesses prioritize should not only financial success but also the repercussions of their actions on local communities CSR extends beyond mere compliance with legal requirements; it involves the voluntary integration of ethical, sustainable, and responsible practices into business strategies, aiming to create value for consumers, shareholders, employees, and society as a whole.

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