

INDIA'S TOP TEN CSR CONTRIBUTING COMPANIES AND THEIR CONTRIBUTIONS TOWARDS ENVIRONMENTAL SUSTAINABILITY

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ABSTRACT

This research paper explores the top ten CSR-contributing companies in India and their contributions toward environmental sustainability. The study analyzes the CSR spending patterns of these companies and the percentage of their CSR funds directed toward environmental sustainability. The results indicate a significant variation in CSR spending and contribution towards environmental sustainability among the top ten companies. Companies like Wipro Ltd, ITC Ltd, and Infosys Ltd have directed a considerable percentage of their CSR funds toward environmental sustainability. On the other hand, companies like Tata Consultancy Services Ltd, Tata Sons Private Ltd, and Indian Oil Corporation Ltd did not contribute to environmental sustainability, despite significant CSR spending. The findings suggest that there is a need for companies to prioritize environmental sustainability in their CSR activities, given the current environmental challenges faced by the country. The study recommends that companies should adopt sustainable practices and invests more in environmentally sustainable CSR initiatives to achieve a balance between economic development and environmental conservation.

Keywords: *Corporate Social Responsibility (CSR), Top ten CSR Contributing Companies, environmental sustainability*

1. INTRODUCTION

Corporate Social Responsibility (CSR) is a business approach that involves integrating ethical, social, and environmental concerns into a company's operations and interactions with stakeholders, including employees, customers, suppliers, shareholders, and the broader community. CSR is about taking responsibility for the impact a company has on society and the environment, beyond the bottom line.

One important aspect of CSR is environmental sustainability. Environmental sustainability refers to the responsible use and management of natural resources to ensure that they are not depleted or damaged over time. It involves reducing negative environmental impacts, such as greenhouse gas emissions, water pollution, and deforestation, and promoting positive environmental outcomes, such as conservation of natural habitats and biodiversity.

Environmental sustainability is important for several reasons. First, it helps to ensure that natural resources are available for future generations. Second, it can reduce the costs associated with environmental damage and pollution. Third, it can enhance a company's reputation and brand image, which can lead to increased customer loyalty and sales.

Businesses that prioritize environmental sustainability as part of their CSR strategy can take several actions to reduce their environmental impact, such as:

- Reducing energy consumption and greenhouse gas emissions by using renewable energy sources, improving energy efficiency, and implementing sustainable transport practices.
- Minimizing waste by using eco-friendly materials, reducing packaging, and implementing recycling programs.
- Conserving natural resources by implementing sustainable forestry practices, reducing water consumption, and promoting sustainable agriculture.

- ❑ Promoting biodiversity by protecting and restoring natural habitats and working with suppliers to ensure sustainable sourcing practices.

In a nutshell, CSR and environmental sustainability are important for businesses to consider as they operate in society. By incorporating these principles into their operations and interactions with stakeholders, companies can reduce their negative impact on the environment and contribute to a more sustainable future.

2. REVIEW OF LITERATURE

Sarkar & Sarkar (2015) examined the possible implications for corporate incentives of mandatory CSR under the Companies Act 2013 in India, the expected reactions of law enforcement businesses, the effects on service availability and social good distribution, and the possibilities and obstacles for mandated CSR. The voluntary CSR operations of 500 big Bombay Stock Exchange-listed firms from 2003 to 2011 were experimentally assessed. They argued that the new legislation skillfully balances the interests of the firm, its members, and its stakeholders with the possible economic implications of required CSR. Yet, addressing implementation challenges will determine the new regulations' success.

Mukherjee & Bird (2016) explored CSR drivers and barriers, including Indian firms' CSR attitudes and the effects of obligatory CSR expenditure. They observed that age, scale, and ownership affect CSR spending attitudes in 223 organisations. They also found that making CSR charges compulsory for major organisations did not increase expenditures since many companies avoided it and their expenditures declined with the vast number for which it was not compulsory.

Venugopal and Krishnan (2018) studied the employees' and beneficiaries' perspectives on the primary issues that the Bank believes should be addressed on a priority basis in CSR efforts. These concerns are considered by the Bank to be a priority for addressing. They discovered that the employment of differently-abled workers was judged to be the one with the highest importance and that the beneficiaries ranked the promotion of education, the welfare of children, and female employment as the three topics that were the most significant to them.

Dalwadi and Sharma (2022) investigated people's opinions of CSR as well as their investment choices in CSR-focused organisations. According to the findings of this study, the majority of respondents believe CSR enterprises are trustworthy, please their clients, and acquire consumer loyalty. The majority of respondents believe that businesses' actions are directed towards environmental and social well-being, and they favour CSR organisations' products and services. The researchers discovered that while respondents believe that organisations that contribute to CSR are responsible, they are unwilling to pay extra for their products and services.

3. OBJECTIVES OF THE STUDY

1. To provide an understanding of CSR and to know the importance of environmental sustainability.
2. To study the top ten CSR-contributing companies of India toward environmental sustainability.

4. METHODOLOGY OF THE STUDY

The study's main objective is to know India's top ten CSR Contributing companies toward environmental sustainability. Through the purposive sampling method, a total of the Top ten CSR Contributing companies have been selected and a descriptive research design has been used to meet the objective. The data have been collected from secondary sources from the annual reports of the respective company for the year 2020-'21

5. DATA ANALYSIS & INTERPRETATION

Table No: 5.1: Total CSR spent and Contribution to Environment Sustainability

| Top Ten CSR Contributing Company for the year 2020-'21 | Total CSR Spent (₹ in Crore) | Contribution to Environment Sustainability out of Total CSR Spent (₹ in Crore) | % |
|--|------------------------------|--|-------|
| Reliance Industries Ltd | 922 | 2 | 0.22% |
| Tata Consultancy Services Ltd | 674 | 0 | 0.00% |
| Tata Sons Private Ltd | 545.83 | 0 | 0.00% |
| HDFC Bank Ltd | 534.03 | 7.22 | 1.35% |
| ONGC Ltd | 531.45 | 2.43 | 0.46% |

| | | | |
|----------------------------|--------|-------|--------|
| Indian Oil Corporation Ltd | 445.09 | 0 | 0.00% |
| NTPC Ltd | 418.87 | 33.41 | 7.98% |
| Infosys Ltd | 361.82 | 42.05 | 11.62% |
| ITC Ltd | 335.43 | 43.73 | 13.04% |
| Wipro Ltd | 248.99 | 39.09 | 15.70% |

(Source: - National CSR portal)

Graph 5.1 Total CSR spent and Contribution to Environment Sustainability

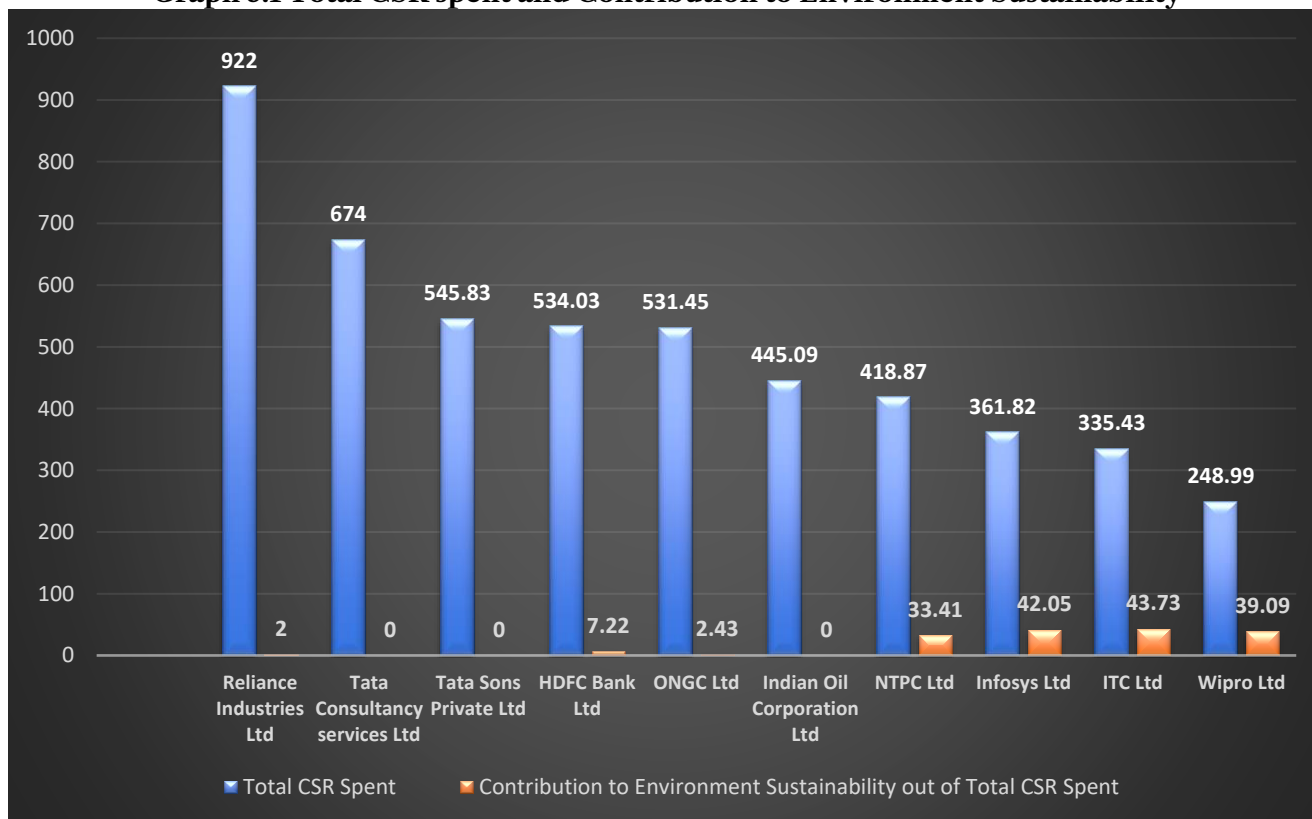


Table and Graph 5.1 presents the total amount of CSR spent and the contribution towards environmental sustainability by the top ten CSR-contributing companies in India. The data suggests that the total CSR spent by these companies ranges from ₹248.99 crores to ₹922 crores. However, the percentage of the CSR spent towards environmental sustainability is quite low, with the highest being 15.70% by Wipro Ltd.

Interestingly, Tata Consultancy Services Ltd, Tata Sons Private Ltd, and Indian Oil Corporation Ltd did not contribute towards environmental sustainability, despite spending significant amounts on CSR activities. On the other hand, companies like ITC Ltd and Infosys Ltd spent a considerable percentage of their CSR funds towards environmental sustainability, with 13.04% and 11.62%, respectively.

Overall, the table shows that there is a significant variation in the CSR spending patterns and contribution towards environmental sustainability by the top ten CSR-contributing companies in India. The results highlight the need for companies to prioritize environmental sustainability in their CSR activities, given the current environmental challenges faced by the country.

6. CONCLUSION

The study found that the top ten CSR-contributing companies in India vary in their CSR spending patterns and their contribution towards environmental sustainability. The analysis shows that while some companies prioritize environmental sustainability, others do not. Companies like ITC Ltd and Infosys Ltd stand out for their significant contribution towards environmental sustainability, while companies like Tata Consultancy Services Ltd, Tata Sons Private Ltd, and Indian Oil Corporation Ltd did not contribute anything towards environmental sustainability.

despite significant CSR spending.

It is concerning to note that the percentage of CSR spent towards environmental sustainability is quite low across all companies, with the highest being 15.70% by Wipro Ltd. This highlights the need for companies to prioritize environmental sustainability in their CSR activities, given the current environmental challenges faced by the country.

Overall, the results suggest that there is a need for greater transparency and accountability in CSR spending by companies, and a need for greater focus on environmental sustainability. This can be achieved through better reporting and monitoring of CSR activities, and through encouraging companies to adopt sustainable business practices.

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