

# The Flow of Expenditure on Corporate Social Responsibility Practices by Leading Companies in India: A Comparative Analysis between IT Industry and Automobile Industry

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**Abstract:** India is a developing country. There is huge income gap between the rich and the poor. Inequality in the country has risen substantially since the 1980s as India adopted globalization, which has benefited just a tiny fraction of the population. In 2014, only one per cent of the top earners had captured 22 percent of the national income and 54 per cent of the national income was captured by top 10 per cent earners in India. To cover this huge difference between the haves and the have not's, the Government has tried to involve the giant corporates which are earning billions by exhausting the resources of the country, to give back to the society in the form of Corporate Social Responsibility (CSR) which has been mandatory for these companies. The present paper focuses on the giants corporates of the two industries- IT industry and Automobile industry as these industries have been the fastest growing industries from last five decades and have contributed significantly in growth of economy of the country. This paper analyses the potential of spending CSR money in different areas of the selective IT companies and automobile companies and highlights major contribution of the companies in particular area.

**Keywords:** Inequality, Globalization, Corporate Social Responsibility, Information Technology, National income, Economy

## I. INTRODUCTION

Corporate Social Responsibility (CSR) is an approach which encourages the business entity to give back to the society by bringing positive changes which eventually lead to a sustainable future of the nation. The concept of CSR is not easy to define as various concepts and themes overlap this term. The corporate citizenship, sustainable business, environmental responsibility, the triple bottom line, social and environmental accountability, business ethics and corporate accountability are all very much linked with CSR. In India, the face of CSR has transformed from charity in early 1900s to a sustainable business strategy in late 2000s. Throughout the tenure of more than one century one thing has been common in terms of CSR and that is it has been a consistent follower of CSR. Because of this reason only National Voluntary Guidelines (NVGs) were issued by the Ministry of Corporate Affairs, Government of India in 2009 through which Indian corporate sector was given an offer to nurture its stakeholders by taking the responsibility of exhibiting socially responsible business practices that ensures a sustainable future of a country. Further, GOI took another step in this and switched from voluntary participation to mandatory provision in the new Companies Act, 2013 for certain class of companies to spend at least 2% of their average profit of last three year towards CSR. The Act has suggested various activities in which a company can spend its CSR fund under Schedule VII.

## II. REVIEW OF LITERATURE

**Nigel Sarbutts (2003)** in this paper the emphasis has been given to the working of CSR by small and medium enterprises. It suggests that SME's have adopted a structured approach to manage between maintain corporate reputation and getting achieving profit maximization as they were constantly facing struggle for minimizing the risk and this could be possible by CSR. Because of CSR now SME's are able to reduce the risk by imparting information and awareness, utilizing resources properly, working well for business.

**Chamhuri Siwar and Siti Haslina Md.Harizan (2004)** in their study on CSR practices amongst business organizations in Malaysia aimed to analyzed the extent of CSR practices among different types of organizations and industries in Malaysia in terms of environmental and social dimensions. A total of 500 companies were selected based on the quota sampling that comprises 25 government linked corporation, 50 multinational corporation, 50 corporation, 50 other Malaysian corporations and 375 small and medium sized enterprises. The study revealed that multinational companies bring benefits to the society through width, generation, employment, skill development and transfer and community initiatives. It was also found that small and medium sized enterprises also play a pivotal role and supports the practices of CSR.

**Bhaskar, (2010)** studied CSR of public sector undertaking i.e. Bharat Petroleum Corporation Ltd. in their research work. The research has discussed broad relationship between the organization and society and furthered explained that these days, BPCL has started disseminating their responsibilities towards the society by performing many CSR initiatives in order to serve the society.

**Harbajan Bansal, Vinu Parida and Pankaj Kumar (2012)** their paper entitled "Emerging trends of CSR in India" analyzed 30 companies of 11 sectors listed in the Bombay Stock Exchange with the help of their annual reports. For this purpose, they selected a few sectors like Transport Equipment sector, Finance and Metal Mining sector, IT & Power, Capital goods, Telecom, Housing, FMCG, Oil & Gas, Cipla etc. The study concluded that almost all the sectors are working well in not only earning profit but also in realizing social responsibility.

**Sukanya Chetty (2015)** The paper focused on short term impact of CSR on financial performance of firms in South Africa. The relationship has been examined from year 2004 to 2013. The sample has been collected from the companies with are listed in Johannesburg Security Exchange Socially Responsible Investment Index and determined whether there is a difference in the long-term CFP between these groups for the entire period. The impact has been measured by using regression analysis on various industries and result showed that different industries have different kind of reaction on the financial performance due to CSR. Over all, there was mixed result between CSR and CFP for the firms over the long term. Consequently it was concluded that CSR activities lead to no significant impact on financial performance of the firms.

**Murali S (2017)** has examined CSR policies and practices followed by selected companies in India. They have also analysed the spending pattern of companies under CSR activities and also drew conclusion if there is any relationship between CSR spending of previous year and PAT of next year. For this purpose they took 50 companies and classified them into sectors. The paper is primarily focussed on secondary Research. The paper is divided into four levels. In First Level, analysis of the Amount to be spent under CSR as per regulations and the amount actually spent by each of the companies has been analysed. At second level, Sectoral Analysis of the CSR spent by these companies has been made. Next Analysis was the activities on which each of the companies spent the CSR amount. Lastly, Sector-wise Activity-Wise analysis has been made. The results indicate a positive and significant relationship between the two variables.

**Rajendran (2016)** tried to seek and explain the significant aspect of the new provisions relating to CSR under companies Act 2013. His article aims to look at some of provisions in a different perspective and understand them in an appropriate way and also seek to help in the form of

clarification from the Ministry of Corporate Affairs (MCA). In the article, the recommendation of high level committee on CSR, constituted by the government in Feb 2015, headed by Mr. Anil Baijal has been notified. The article significantly highlights the sections relating to CSR policy and also describes the method of calculating the 'average net profit' which is required to decide the amount to be spent on CSR and further draws many examples to solve the problems of different kinds regarding the calculation of the amount of CSR.

### 1- OBJECTIVES OF THE STUDY:

The objectives of this paper are:

1. To study the CSR spending of leading IT companies
2. To study the CSR spending of leading Automobile companies
3. To study the CSR after implementation of Companies Act, 2013
4. To analyze the areas of the CSR spending by both IT companies and automobile companies
5. To comparatively analyze the spending of CSR money in different areas by IT industry and automobile industry.

## III. RESEARCH METHODOLOGY

This section comprehensively covers type of research, sources of data collection, sampling unit, sampling technique, tools and techniques used for analysis and period of study. The detailed explanation has been mentioned below:

### 4.1- Type of Research:

For this study, descriptive statistics method has been used in type of research.

### 4.2- Source of Data:

The source of data is secondary data which have been collected from various articles, research papers, websites and annual reports of the companies.

### 4.3- Sampling Unit:

For analyzing the corporate spending on CSR, data has been collected from 3 companies from both the industry IT and automobile industry which are taking various CSR initiatives in India.

### 4.4- Period of the Study:

For study, Five years data has been collected from year 2013 to year 2017.

## IV. DATA ANALYSIS

For analyzing the flow of expenditure for the society in the form of CSR by the leading companies from both IT and

automobile, the five years data from year 2013 to year 2018 of the three leading IT companies and three from automobile companies have been collected for the study. The allocation of CSR money has been divided into five parts which is Health, Education, Expenses for society

welfare, Environment and others. And further comparative analysis has been done to find out the company wise focused area and to find out neglected areas. The amount spent by the companies has been mentioned below:

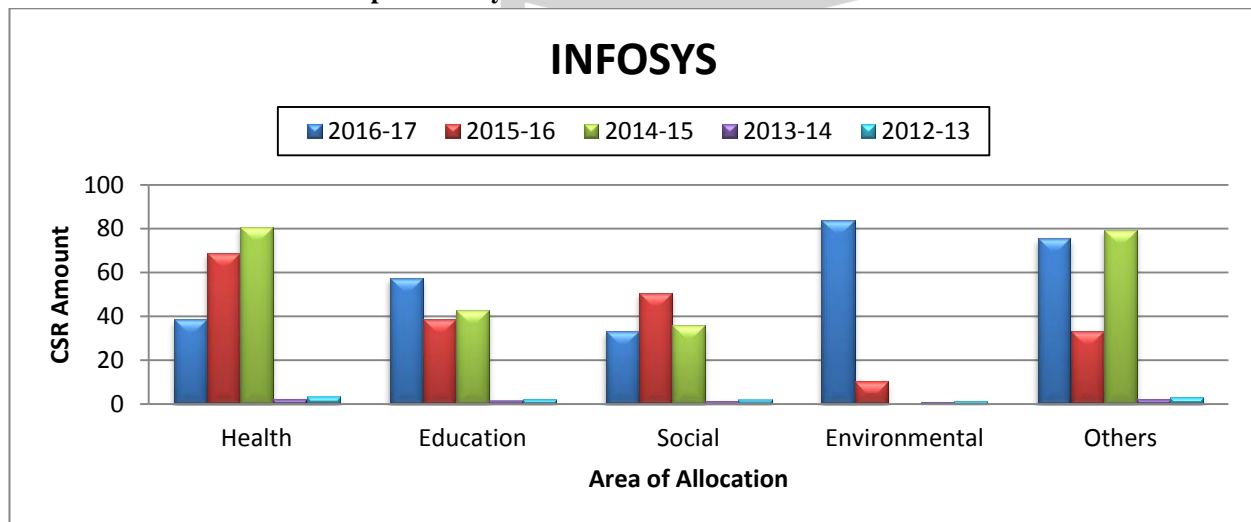
**A- COMPANY NAME: INFOSYS LIMITED**

**Table 1: Spending of CSR amount in different areas by Infosys Ltd.** (in crore)

INFOSYS						
Year	CSR money spent	Health	Education	Social	Environment	Others
2017	289.44	38.79	57.67	33.46	83.91	75.61
2016	202.3	69.00	38.60	50.88	10.34	33.48
2015	239.54	80.98	43.10	35.88	0	79.58
2014	9.00	2.439	1.700	1.540	1.023	2.275
2013	13.00	3.523	2.467	2.238	1.478	3.286
<b>Mean</b>	<b>150.656</b>	<b>38.946</b>	<b>28.707</b>	<b>24.799</b>	<b>19.35</b>	<b>38.846</b>
<b>S.D.</b>	<b>131.19</b>	<b>36.254</b>	<b>25.307</b>	<b>21.954</b>	<b>36.327</b>	<b>37.555</b>

Source: Annual Reports

**Graph 1: Five years allocation of CSR amount in different areas**



The above table shows that the CSR amount spent by Infosys Technologies Ltd. for last 5 years starting from year 2013 to 2017. The total amount spent by the company has own the highest of 289.44 crore in the year 2017 and the minimum amount spent by as recorded by 9 crore in the year 2014. The average amount spent by company in the last five years has been found by 150.65 crore. The amount has been dispersed in five classification mainly health, education, social development, environment and other areas. It is found that the company has spent 83.91 crore in environment area and the least amount has been spent in health 38.79 in the year 2017. Further the minimum amount spend by the company in the year 2014 on education sector by 1.7 crore. Besides the mean amount spent by the company in last 5 years among different sectors, the health sector is occupied at top level by 38.94 crore the sector which has received least attention by the company is environment sector by 19.35 crore. In the year 2015 the company did not spend any amount in the area of environment. So the company needs to focus in this area. The standard deviation is not much deviated from mean which shows that the data is not much scattered.

**B- COMPANY NAME: TATA CONSULTANCY SERVICES LIMITED**

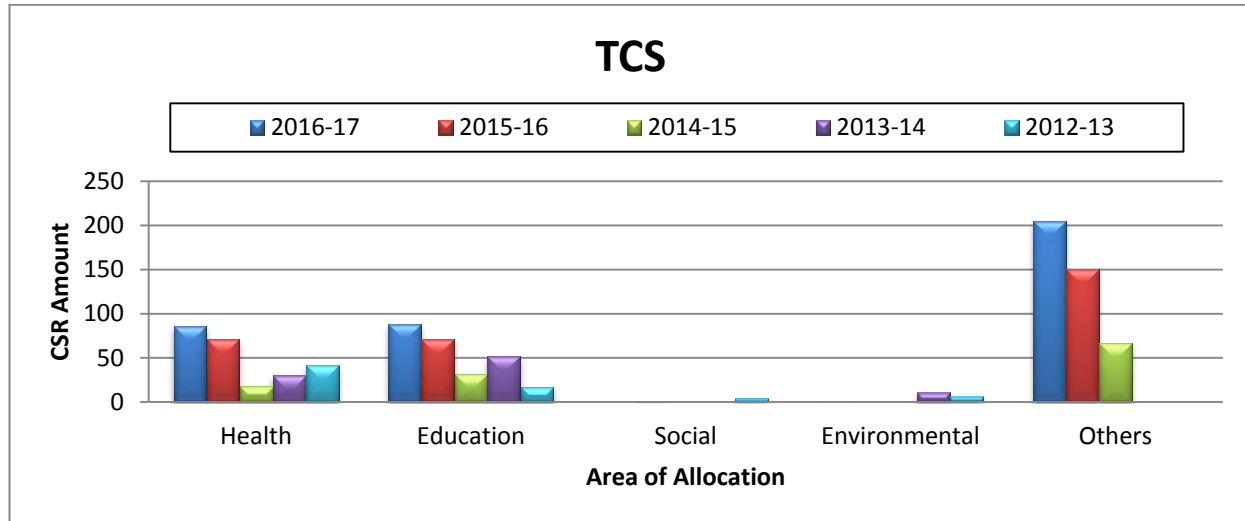
**Table 2: Spending of CSR amount in different areas by TCS Ltd.** (in crore)

Tata Consultancy Services						
Year	CSR money spent	Health	Education	Social	Environment	Others
2017	380	85.63	88.08	0.26	0.54	205.49
2016	294	71.3	71.16	1.09	0.06	150.39

2015	119	18.84	32.43	0.25	0.04	67.44
2014	93.6	30.77	51.75	0	11.08	0
2013	71.6	42.42	17.62	5.04	6.52	0
<b>Mean</b>	<b>191.64</b>	<b>49.792</b>	<b>52.208</b>	<b>1.328</b>	<b>3.648</b>	<b>84.664</b>
<b>S.D.</b>	<b>137.163</b>	<b>27.933</b>	<b>28.432</b>	<b>2.115</b>	<b>4.975</b>	<b>91.585</b>

Source: Annual Reports

**Graph 2: Five years allocation of CSR amount in different areas**



The above table shows that the CSR amount spent by Tata Consultancy Ltd. for last 5 years starting from year 2013 to 2017. From the table it can be seen that the company has gradually increases the amount of money spend in CSR activities which indicates a good sign for the coming years. The amount spent by the company has been increased from ₹ 71.6 crore in the year 2013 to ₹ 380 crore in the year 2017 a hike of more than 500 percent hike in spending money under CSR activities. Just like other companies this company has spent money in several areas but their prime focus is on health and environment sector. Where company has spent approximately 45 percent of the total CSR money allocated in health and education area (with 88.63 crore in Health and 88.08 crore in Education). Other than this the company has also tried to cover almost all the areas prescribed by the GOI in Schedule VII of the new Companies Act, 2013. In the year 2014 it can be noticed that the company has spent ₹ 93.6 crore and this amount has been distributed only in three areas: Health, education and Environment. No amount has been spent in any other area before the application of the new law. But after the implementation of this law the company has shown interest in other areas too in which cultural and heritage, charity in government initiatives and work to old age, specially abled people, the assistance to family of army includes. The standard deviation is not much deviated from mean which shows that the data is not much scattered.

**C- COMPANY NAME: WIPRO LIMITED**

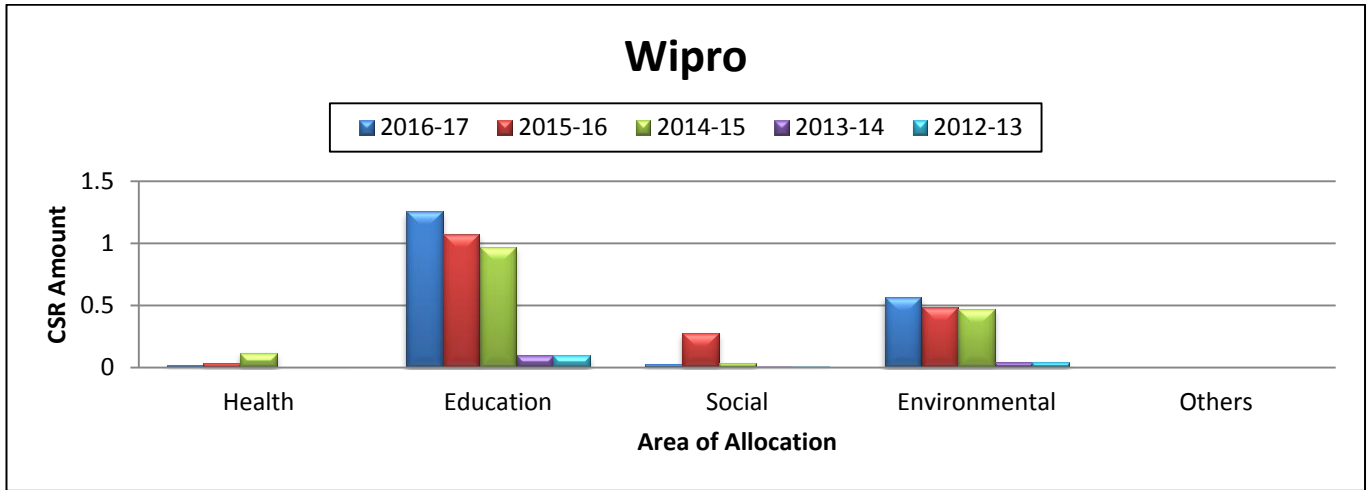
**Table 3: Spending of CSR amount in different areas by Wipro Ltd. (in crore)**

WIPRO						
Year	CSR money spent	Health	Education	Social	Environment	Others
2017	1.876	0.019	1.26	0.03	0.567	0
2016	1.882	0.038	1.075	0.28	0.489	0
2015	1.604	0.12	0.972	0.04	0.472	0
2014	0.16	0.006	0.099	0.01	0.046	0
2013	0.16	0.006	0.099	0.01	0.046	0
<b>Mean</b>	<b>1.1364</b>	<b>0.0378</b>	<b>0.701</b>	<b>0.074</b>	<b>0.324</b>	<b>0</b>
<b>S.D.</b>	<b>0.898</b>	<b>0.0477</b>	<b>0.559</b>	<b>0.115</b>	<b>0.256</b>	<b>0</b>

Source: Annual Reports

\*All figures are in crore

Graph 3: Five years allocation of CSR amount in different areas



The above table shows that CSR amount spent by Wipro Ltd. for last five years starting from year 2013 to 2017. In the year 2017, the company has spent highest amount in comparison to other years. The amount spent by company in health sector is ₹ 19 lakhs, whereas the company has spent maximum amount of CSR money in education sector by ₹ 1.26 crore. There has been a drastic leap in the spending of CSR money from year 2014 to 2015. Due to implementation of the New Companies Act, 2013. In social area the company has made a consistent investment which is good but the proportion may be increased so that they may cover all the sectors evenly. Since the researcher has classified five areas for CSR activities the company has fulfilled its responsibility towards four major areas only i.e. health, education, social and environment. No money has been spent in the area of others which includes contribution to PMNRF and other government funds. The lowest amount has been spent by company in social area is ₹ 10 lakh only which is in the year 2013 and 2014 both. The mean value of money spent in education from year 2013 to 2017 is ₹ 70 lakh which is highest in comparison to other sectors. The standard deviation is not much deviated from mean which shows that the data is not much scattered.

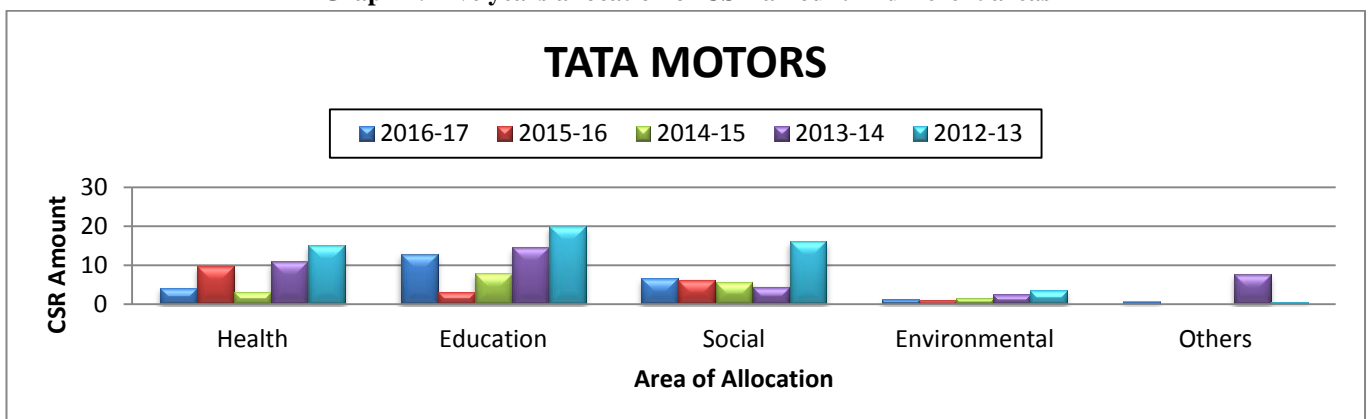
**D- COMPANY NAME: TATA MOTORS LIMITED**

Table 4: Spending of CSR amount in different areas by Tata Motors Ltd. (in crore)

Tata Motors						
Year	CSR money spent	Health	Education	Social	Environment	Others
2017	25.94	4.24	12.93	6.71	1.32	0.74
2016	20.57	9.82	3.24	6.35	1.16	0
2015	18.62	3.28	7.98	5.76	1.6	0
2014	40.54	11.03	14.65	4.52	2.59	7.75
2013	55.4	15.07	20.02	16.18	3.54	0.59
<b>Mean</b>	<b>32.21</b>	<b>8.69</b>	<b>11.76</b>	<b>7.9</b>	<b>2.04</b>	<b>1.82</b>
<b>S.D.</b>	<b>16.04</b>	<b>4.01</b>	<b>5.24</b>	<b>3.83</b>	<b>0.82</b>	<b>2.98</b>

Source: Annual Reports

Graph 4: Five years allocation of CSR amount in different areas



The above table shows CSR money spent in different sectors by Tata Motors Ltd. in the study period. A kind of fluctuation can be seen in the section of CSR amount spent for last five years, which indicates that there is a deviation in the company’s way of allocating CSR money and the amount actually spent. The highest amount spent by the company observed in year 2013 when the law has not been implemented. But from year 2015 to 2017 there is a fluctuation in the spendings of CSR. One reason behind this can be the loss suffered by the company from past few years. Technically a company which is facing loss is not expected to allocate or spend money in CSR activities but in spite of facing losses the company is still spending which shows that the company has not taken CSR as legal obligation but an ethical obligation, which is commendable. The company has tried to maintain balance in terms of spending the CSR money in almost all the sectors categorized by the researcher in the proportion of money allocated in that respective year. The highest amount spend by company in health sector is in year 2014 by ₹ 11.03 crore. Whereas the company has spent highest amount in education in the year of 2013. The minimum amount spent by the company in environment in the year 2016 by ₹ 1.16 crore. In the year 2015 and 2016 no amount has been spent in any other area than health, education, social and environmental. The standard deviation is not much deviated from mean which shows that the data is not much scattered.

**E- COMPANY NAME: MAHINDRA AND MAHINDRA LIMITED**

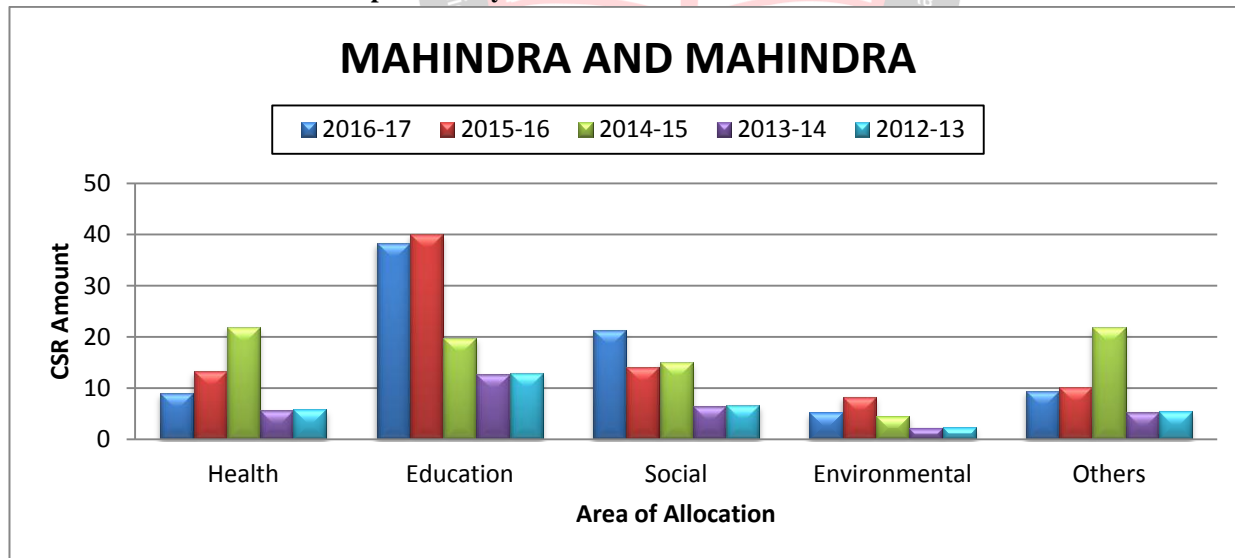
**Table 5: Spending of CSR amount in different areas by Mahindra & Mahindra Ltd.**

(in crore)

Mahindra & Mahindra						
Year	CSR money spent	Health	Education	Social	Environment	Others
2017	83.57	8.98	38.45	21.36	5.28	09.5
2016	85.9	13.32	40.02	14.12	8.32	10.12
2015	83.24	21.86	19.87	15.03	4.54	21.94
2014	32.7	5.722	12.69	6.54	2.33	5.39
2013	33.52	5.86	13.00	6.70	2.39	5.52
<b>Mean</b>	<b>63.78</b>	<b>11.14</b>	<b>24.8</b>	<b>12.75</b>	<b>4.57</b>	<b>10.94</b>
<b>S.D.</b>	<b>22.88</b>	<b>5.50</b>	<b>11.01</b>	<b>5.10</b>	<b>2.01</b>	<b>5.52</b>

Source: Annual Reports

**Graph 5: Five years allocation of CSR amount in different areas**



The above table shows CSR money spent by Mahindra and Mahindra Ltd. from year 2013 to 2017. The mean value of CSR money spent by company in last five years is ₹ 63.78 crore. But there is a difference between the CSR amount spent between year 2013-14 and 2015-2017. The difference between mean and standard deviation of CSR amount spent justifies the former statement. It may be noticed that before the application of the New Companies Act, 2013 the company has spent amount less than 1 percent of their PAT but after the legal obligation now the company is spending 2 percent or more of their PAT which justifies the requirement of the new amendment. The highest amount spent by the company in health sector is in year 2015 ₹ 21.86 crore. In education sector the lowest amount has been spent in year 2013 by ₹ 13 crore and the highest amount has been spent in year 2016 by ₹ 40.02 crore. The average amount spent in social sector in five years is ₹ 12.75 crore. In

environment area, the company has tried to maintain a consistent spending. The mean value of the money spending in other sector than rest of four is approximately ₹ 11 crore which is up to the mark. The standard deviation is much deviated from mean almost in all categories except Environmental area.

**F- COMPANY NAME: MARUTI SUZUKI INDIA LIMITED**

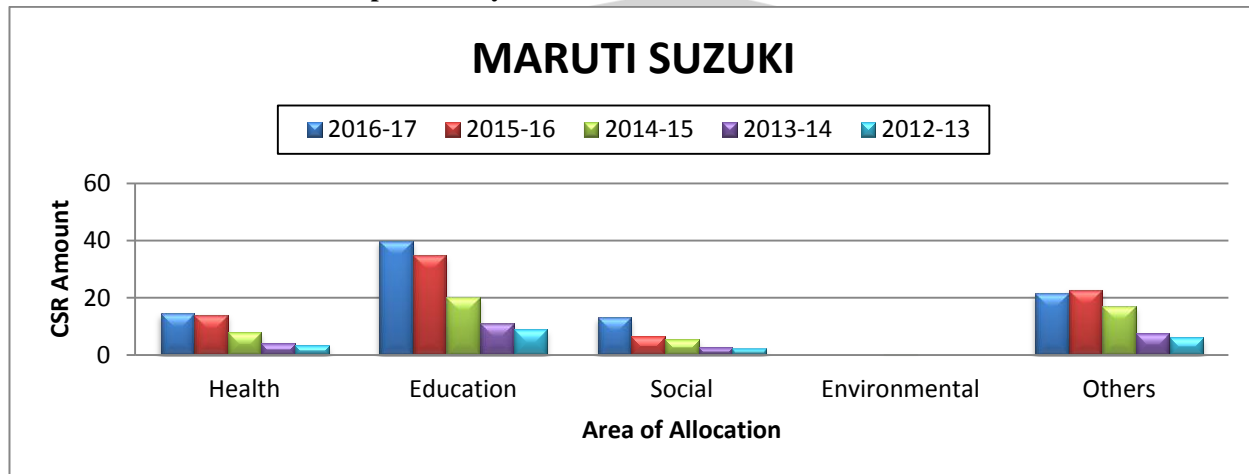
**Table 6: Spending of CSR amount in different areas by Maruti Suzuki Ltd. (in crore)**

Maruti Suzuki						
Year	CSR money spent	Health	Education	Social	Environment	Others
2017	89.45	14.54	40.02	13.14	0	21.75
2016	78.46	14.06	34.94	6.64	0	22.82
2015	37.25	8.06	20.32	5.57	0.22	17.08
2014	23.28	4.32	11.16	2.95	0.04	7.7
2013	18.9	3.51	9.06	2.39	0.03	6.25
<b>Mean</b>	<b>49.47</b>	<b>8.89</b>	<b>23.1</b>	<b>6.13</b>	<b>0.05</b>	<b>15.12</b>
<b>S.D.</b>	<b>29.01</b>	<b>4.67</b>	<b>12.44</b>	<b>3.84</b>	<b>0.08</b>	<b>6.94</b>

Source: Annual Reports

\*All figures are in crore

**Graph 6: Five years allocation of CSR amount in different areas**



The above table shows CSR money spent in different sectors by Maruti Suzuki Ltd. from the period 2013 to 2017. It can be observed that the company has increased their amount for spending under CSR year to year. The mean value of CSR money for last five years is ₹ 49.47 crore and its standard deviation is 29.01 which indicates that there is a kind of variance between the amount of every year. The highest amount spent by the company in health area is in year 2017 by ₹ 14.54 crore. The lowest amount in education area has been spent by company in year 2013 and highest amount in year 2017 by 40.02 crore. The company’s core areas of CSR activities are Health and Education only. The company also works in other areas than these two but primarily they are working on these two areas only. As we can see for environment up gradation the company has spent no money in year 2017 and 2016. And in social and other areas the amount allocation is there but in low proportion. In year 2013 and 2014 the company has spent a minimum ₹ 3 lakh and 4 lakh in the area of environment. Other than CSR money spent, the standard deviation is not much deviated from mean which shows that the data is not much scattered.

**AREA WISE COMPARATIVE ANALYSIS BETWEEN THE COMPANIES OF TO IT INDUSTRY:**

**Table 7: Mean value of the five years spending of CSR amount by IT industry**

S.No.	Areas of allocation of CSR money to be spent	Mean values of the amount spent by the companies			Total Amount spent in area
		Infosys	TCS	Wipro	
1.	Health	38.95	49.79	0.04	88.78
2.	Education	28.71	52.21	0.70	81.62
3.	Social	24.80	1.33	0.07	26.20
4.	Environmental	19.35	3.65	0.32	23.32

5.	Others	38.35	84.66	0	123.01
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\*All figures are in crore

From the table above it is found that in Health area Infosys has spent highest amount ₹ 38.95 crore, when it is compared to TCS and Wipro. Whereas, TCS ltd. has paid more attention for educating the underprivileged section of the society as it has spent maximum of its CSR money in this area only. The mean value amount spent by TCS in last five year from 2013 to 2017 for education is ₹ 52.21 crore, which is highest amount in its own allocation and in comparison to other companies too. Although Infosys Ltd. has again become a leading company out of the three in respect to spending its CSR money in social services and environmental areas by spending ₹ 24.80 crore and ₹ 19.35 crore respectively. And when it comes to other areas where on one hand TCS has spent significant ₹ 84.66 crore, on the other hand Wipro has not spent money in this area and if spent, it is negligible in the calculation, which shows that the focus of Wipro ltd. is limited to the main areas of CSR activities only which covers health area, education area, social benefits area and environmental area.

**AREA WISE COMPARATIVE ANALYSIS BETWEEN THE COMPANIES OF TO AUTOMOBILE INDUSTRY:**

**Table 8: Mean value of the five years spending of CSR amount by Automobile industry**

S.No.	Areas of allocation of CSR money to be spent	Mean values of the amount spent by the companies			Total Amount spent in area
		Tata Motors	Mahindra & Mahindra	Maruti Suzuki	
1.	Health	8.69	11.14	8.89	28.72
2.	Education	11.76	24.8	23.1	59.66
3.	Social	7.9	12.75	6.13	26.78
4.	Environmental	2.04	4.57	0.05	6.66
5.	Others	1.82	10.94	12.12	24.88

\*All figures are in crore

From the table above it is found that highest amount spent in health area is Mahindra & Mahindra with amount of ₹ 11.14 crore and rest two companies Tata Motors and Maruti Suzuki have spent more or less equal amount in the same area. In Education too, Mahindra & Mahindra has paid more attention. The second highest company in this area has been found Maruti Suzuki with ₹ 23.1 crore. If the another two areas i.e. social and environmental area is studied from the table above, it can be found that Mahindra & Mahindra has again beaten the rest two companies. This thing shows that out of these three companies Mahindra & Mahindra is performing both ethical and legal obligations beautifully. Maruti Suzuki has spent more money in other areas than health, education, social and environmental with ₹ 12.12 crore which is the highest amount out of all the companies. Tata Motors has constantly facing financial loss even though it has contributed in all the areas under CSR activities which is appreciable.

**INDUSTRY WISE COMPARATIVE ANALYSIS OF CSR MONEY ALLOCATION IN DIFFERENT AREAS:**

For this purpose if only the figures are taken for the study, this may be a bit misleading as the companies may spend money in CSR according to the profit they earn. The company which earns higher amount of profit, it will spend more on CSR activities evidently. On the contrary the company which may have low profit or no profit situation, in such case also the company may spend money in CSR activities. For this purpose, the total amount of CSR spent by all the three companies from each industry (IT and Automobile) has been clubbed along with the areas in which the amount of money has been divided and its relative percentage has been drawn so that it may be justified to compare. The following table shows the total mean value of each industry collectively along with percentage of allocation of total CSR money:

**Table 9: Percent wise distribution of the total mean value of all the companies of IT industry and Automobile industry**

	IT INDUSTRY		AUTOMOBILE INDUSTRY	
	Amount in Crore	Percentage of allocation	Amount in Crore	Percentage of allocation
CSR Activities (Total)	342.93	100	146.70	100
Health	88.78	25.8	28.72	19.57
Education	81.62	23.80	59.66	40.66
Social	26.20	7.64	26.78	18.25
Environmental	23.32	6.80	6.66	04.53
Others	123.01	35.87	24.88	16.95



**Table 9** shows that IT industry is spending more on health sector than automobile industry as it is spending its 25.8% of the total amount for health whereas automobile industry is spending 19.57% in the same. If we go further, we may find that even though the amount spent by automobile industry in education is ₹ 59.66 crore, below to IT industry which is ₹ 81.62 crore but percentage wise automobile has taken a lead as it has spent 40.66% of its total CSR amount whereas, IT industry has spent only 23.80%. For social area too, the automobile industry has outshone the IT industry by spending 18.25% of its total money in comparison to 7.64% of the latter. Besides, in the case of environmental and others, IT industry has performed in a better way than automobile industry as it has spent 6.80% in environmental area and 35.87% in other areas and both are bigger percentage than that of automobile industry.

## V. MAJOR FINDINGS:

After analysis the major findings have been drawn which has been listed below:

- Infosys Ltd. has been performing its CSR activities well enough in health and education areas. But in environmental area the company may work better as its spending flow is very less for environment concerns in comparison to other areas.
- TCS Ltd is spending its allocated CSR fund in Health, Education, Environment and other areas. But in social area it may focus more as its performance in this area is not up to the mark. The company may include those activities under CSR regime which can affect directly towards the social phenomena.
- Wipro Ltd.'s major concern has been shown in education area that is why it has spent its maximum part of CSR money in education area only. There are many other activities also that can be adopted by the company for having a wholesome effect of their CSR activities on society.
- The performance of Tata Motors is quite different from other companies as it is trying to maintain a balance in spending of CSR money in all the major areas like Health, Education, Social and Environmental area. The company may take one step ahead by focusing on other areas like: renovating ancient monuments, working for cleanliness, allocating funds for families of martyr, providing digital education in rural areas and many such kind of activities which may bring more positive changes in society.
- Like other companies Mahindra & Mahindra should focus more on environmental areas as being an automobile company its make their more responsibility to produce such products which may not pollute the environment, also they should try to build

up a landmark for other companies too in showing concerns for environment.

- Maruti Suzuki Ltd. has same condition when it comes to allocating CSR money for various areas. The company also need to pay more attention towards environmental development as its lowest proportion of CSR fund has been used in environmental concerns.

## VI. CONCLUSION

After analyzing the amount allocation by two sectors of the companies, it can be concluded that whether it is IT industry or Automobile industry both the industries need to pay more focus on the sustainable development and this can be done by paying more attention to environmental issues and try to overcome those issues by taking corrective measures under CSR regime. Because, it is their duty to work more effectively for society and environment so that other small companies may follow their footsteps in this regard. If they will perform their duties towards societal and environmental grounds in more efficient way, other companies will follow the same and eventually it will give a profound effect on the nation and the objective of the government behind a certain percent of spending the company's average three years profit in CSR activities, will be fulfilled in next few years only. Further, the country indeed needs the corporate world to help and uplift the poor section of the society by making them educated, technically skilled and socially connected with others so that they can be financially independent and may also contribute in the growth of economy. After five years of such law, the government should also take such steps by which the companies' CSR initiatives may be acknowledged so that other companies of the same particular industry or any other industry may also try to compete in this and this positive competition may bring many more positive changes in society.

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