ABSTRACT
The term Corporate Social Responsibility (CSR) is the concept that proposes the conscientiousness of Companies operating within society to contribute towards social, economic and environmental development that creates a positive impact on society at large. In India, the concept of CSR is governed by clause 135 of the Companies Act 2014, with suitable attributes as per the policy within spending types specified under Schedule VII of The Companies Act 2013, sub section 198. The CSR expenses spent by the Companies were integrated Industry wise and have further analyzed the spending pattern among the development sector wise as per the Schedule VII of The Companies Act 2013, to enhance for sustainable living and were analyzed in detail.

INTRODUCTION:
Corporate Social Responsibility is a robust in the corporate world. It holds a socioeconomic view and the classical view, which are two approaches that shape and influence the way managers (especially in huge organizations) prioritize and do things. In a broader perspective known as the Triple bottom line (People, Planet and Profit) approach, it is an accounting framework with three parts: Social, Environmental and Financial.

CSR is philanthropy practiced from way back in 1900s with varied carry out though not made compulsory until in the company’s Act 2013. In India, the concept of CSR is governed by clause 135 of the Companies Act, 2014, The Companies who fall under the below mentioned attributes are required to fulfill the CSR provisions within the Act: Companies with net worth of Rs. 500 Crore or more, or Companies with turnover of Rs. 1000 Crore or more, or Companies with net profit of Rs. 5 Crore or more.

The new rules, which will be applicable from the fiscal year 2014-15 onwards, also require companies to constitute to set-up a CSR committee consisting of their board members, including at least one independent director. The Companies applicable for clause are to comply with the Committee, companies to spend at least 2% of their average net profit, and spend as per Schedule VII of The Companies Act 2013 and publish as per the format prescribed as per the legislation.

SAMPLING:
Major data were extracted from the list of companies contributing for CSR as stated in the Ministry of Corporate Affairs. As per the Pareto Principle or the 80/20 rule based on CSR contribution, Companies were taken as sample. Stratified Random Sampling method were used, based on Secondary data and follow Content analysis approach to identify and describe Social Responsibility (SR) patterns.

Table 1 – Sample data collected for the study

DATA SOURCE: Ministry of Corporate Affairs and National CSR Portal
The Corporate Identification Number (CIN) of each entry were used to integrate Listed and unlisted companies, Location, Industry wise broadly as per SIC (Standard Industrial Classification India) and CME (Centre for Monitoring Indian Economy) with the year of Induction. The contribution towards the development sector stated in the Schedule VII of The Companies Act 2013 under section 135 was fixed as the variables for the study.

The segregated 11 Industries and top 10 Listed Companies contributed for CSR (FY 2014-15) from each Industry type were considered as the sample data for the research study. The contributions of CSR, by the same set of sample were used for further two financial years of the study. This helps to know the trend of Compliance of policy, expense and type of spending by the Companies.

The Committee shall formulate and counsel a CSR policy to the board, indicating the activities as specified in Schedule VII of The Companies Act 2013 of the Act. The Committee would propose the amount of expenditure to be incurred on the activities specified in the policy, and monitor the CSR policy regularly, and project the periodical CSR Report in the format proposed by the Memorandum. Below are the codes indicating the spending type of CSR towards various Development Sectors. Relative codes were assigned for simple naming in the tables and charts.

The detailed analysis has been done mutually from the Development sector wise as per the codes stated in the Schedule VII of The Companies Act 2013 of the Act, and the Industry wise to gather an outright overview on the various sectors of utilization of the funds, by collecting data from the Companies and integrated Industry wise.

### Table 2: Schedule VII of The Companies Act 2013

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Development Sector</th>
<th>Amount Breakdown</th>
</tr>
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<tbody>
<tr>
<td>(i)</td>
<td>Health/ Eradicating Hunger/ Poverty and malnutrition/Sage drinking water / Sanitation</td>
<td>Rs. 54.88 Cr. (32.80%)</td>
</tr>
<tr>
<td>(ii)</td>
<td>Education/ Differently Able / Livelihood</td>
<td>Rs. 64.36 Cr. (35.60%)</td>
</tr>
<tr>
<td>(iii)</td>
<td>Gender equality / Women empowerment / old age homes / reducing inequalities</td>
<td>Rs. 53.90 Cr. (32.80%)</td>
</tr>
<tr>
<td>(iv)</td>
<td>Environment / Animal Welfare/ Conservation of resources</td>
<td>Rs. 52.34 Cr. (30.90%)</td>
</tr>
<tr>
<td>(v)</td>
<td>Heritage Art and Culture</td>
<td>Rs. 51.36 Cr. (30.60%)</td>
</tr>
<tr>
<td>(vi)</td>
<td>Contribution to Corpus, Armed Forces, Veterans, War Widows/ Dependents</td>
<td>Rs. 50.88 Cr. (30.30%)</td>
</tr>
<tr>
<td>(vii)</td>
<td>Encouraging Sports / Vocational skills</td>
<td>Rs. 49.47 Cr. (29.90%)</td>
</tr>
<tr>
<td>(viii)</td>
<td>Prime Minister’s National Relief Fund</td>
<td>Rs. 48.00 Cr. (28.80%)</td>
</tr>
<tr>
<td>(ix)</td>
<td>Other Sectors ( Technology Incubator and benefits to armed forces and admin overheads and others* )</td>
<td>Rs. 46.67 Cr. (27.50%)</td>
</tr>
<tr>
<td>(x)</td>
<td>Rural development</td>
<td>Rs. 45.34 Cr. (26.60%)</td>
</tr>
<tr>
<td>(xi)</td>
<td>Slum area development</td>
<td>Rs. 43.00 Cr. (25.50%)</td>
</tr>
</tbody>
</table>

A detailed analysis on the types of spending of CSR funds among the development sectors stated in Schedule VII of The Companies Act 2013 of the Act had been done, and brief note on the various level of contribution among those Industries has been stated below.

Below is the table showing an overall view on the spending pattern amongst the types of development sectors by the sample of Industries over three financial years 2014-15, 2015-16 and 2016-17, and the explanation of each thereon.

### Graph-1: Industry wise CSR spending type for FY 2014-15, 2015-16 and 2016-17

**Development sector wise:**

1. **(i) Health/ Eradicating Hunger/ Poverty and malnutrition/ Sage drinking water / Sanitation:**
   - This sector being the most contributed one during the FY 2015-16 than the first FY 2014-15 of legislation. This shows the utmost interest shown by the contributors. As eradicating hunger and poverty being the foremost requirement, most of the contributions fall under this sector of development. A varied activities by way of sanitation, healthcare, medical aids, helping poor on awareness of wellbeing jointly account to this particular type of spending.

2. **(ii) Education/ Differently Abled/ Livelihood:**
   - Most of the Industries have put in their CSR fund to the Educational sector and this being the most contributed among all the sectors. The upcoming generation concentrate on refining the needy, providing educational benefits, conducting campaigns, programs for managing the poor to coming up themselves by way of uplifting their livelihood confine to this sector. During FY 2014-15, “Information technology” has spent about, Rs.332.33 Cr. (21.40%), FY 2015-16” Rs. 377.03 Cr.(21.20%) and for the FY 2016-17” Rs. 408.05 Cr. (22.00%).

3. **(iii) Gender equality / Women empowerment / old age homes / reducing inequalities:**
   - Skill development programs in villages have been conducted in areas to promote women empowerment as a part of the CSR project activities. “FMCG” Industry has contributed about Rs. 64.36 Cr.(35.60%) in FY 2014-15 and the in 2015-16” Rs. 53.90 Cr. (32.80%) “FMCG”, “Mining” Industry has collectively contributed about Rs. 40.46 Cr. which is (22%) of the total, and the “Manufacturing” Industry about Rs. 54.88 Cr. (30%) in FY 2014-15 account to 88% of the total. Mining Industry has contributed in FY 2015-16 about Rs.69.73 Cr. (42%), and the Financial Services Industries’ contribution for the FY 2016-2017 amounting to Rs. 49.47 Cr (32%).

4. **(iv) Environment / Animal Welfare/ Conservation of resources:**
   - “Mining Industry has employed a huge amount on Environment wellbeing and conservation of natural resources as the industry comprises a main part in deploying the same. They by far, contributed a huge amount about Rs. 302.62 Cr. (68.60%) in FY 2014-15 and about Rs. 223.38 Cr. (40.20%) in FY 2016-17 of the total for the sector, and only Rs. 5.06 Cr. (2.3%) in FY 2015-16, whereas about Rs. 79.28 Cr. (35.3%) as the highest from the Electricity Industry, and comparatively lower amount in the other two FY. This gives a varied opinion about the cumulative spending by the Industries for each sector by their prolonged activities for CSR.

5. **(v) Heritage Art and Culture:**
   - Our country plays a vital role in the preservation and promotion of art and culture. The Government aims to develop ways and means by employing funds, for which the basic cultural, aesthetic values and perceptions remain active and dynamic among the people. “FMCG” Industry has spent a major portion of their CSR. for “Heritage Art and Culture for FY 2015-16 of Rs. 96.04 Cr.(67.70%) of the total, and a moderately equivalent value for FY 2014-15 as Rs. 84.77 Cr. (62.70%). For
every increase of 10.00% in FY 2014-15, the amount in the sector for FY 2015-16 had increased by about 6.54%. The top 2 Industries contributing to this sector are FMCG and Mining for the FY 2016-2017 which account for Rs. 243.11 Cr. (77.1%) of the total.

(vi) Contribution to Corpus, Armed Forces, Veterans, War Widows/ Dependents: Army Central Welfare Fund has been found to support (a) Disabled soldiers (Battle Casualty) of all operations after 15 Aug 1947 excluding “OP VIJAY (Kargil) invalided/boarded out/prematurely released from service in Low Medical Category, before fulfilling terms of engagement. (b) Disabled soldiers (Battle Casualty) retained in service based on percentage of disability. “Information Technology” and has spent about Rs.5 Cr. (99.80%) which is rather a lesser amount though the highest contributor among the sample of industries for the FY 2014-15, had spent by far the highest value for the sector about Rs. 6.4 Cr. (98.00%) FY 2015-16 and a relatively high value in the FY 2016-17 Rs. 29.46 Cr. (51.50%) and FMCG to about Rs. 27.42 Cr. (48%).

(vii) Encouraging Sports / Vocational skills: Corporates step up to enhance the sports scenario in the country as sports play a major role in nation’s economic progress. Various activities by which sports sector can be developed are by Promoting sport fest in Schools, improving infrastructure in institutions, availing proper coaching and training assistance to the needy and the talented sportspersons, Sponsor broadcast of the games etc. “Mining Industry” has a high value for this sector among the lot, in the FY 2014-15’ about Rs.36.67 Cr.(54.00%) and during FY 2015-16 about Rs.22.26 Cr. (16.30%) while “Manufacturing” tops the list valuing about Rs.38.46 cr. (28%)“Electricity” Industry has spent in the FY 2016-17 which is about Rs.39.73 Cr. (41%)and the next higher value was by the “Manufacturing” which accounts to Rs.26.26 Cr. (27%).

(viii) Prime Minister’s National Relief Fund: These funds established by the central or state government, in which any individual, society, firm or Institution can donate fund. This is listed as one of the activities that can be taken up for CSR. “Mining” and the “Information Technology” are the major contributors for the “Prime Minister’s National Relief Fund” for the FY 2014-15. While former contributing to about Rs. 207.11 (36%) and the later about Rs.158.85 Cr. (28%)“Information technology” alone has a very high value for the FY 2016-17 Rs.228.20 Cr. (55.50%) and to about Rs.138.65 Cr. (48.00%) for the previous FY 2015-16.

(ix) Other Sectors (Technology Incubator and benefits to armed forces and admin overheads and others*): “FMCG” has by far the highest value for the FY 2014-15 Rs.20.96 Cr. (69.10%) and values lower than most for FY 2015-16’ (0.00%) and FY 2016-17” (0.00%). The top 2 values for the FY 2015-16 are “Agriculture, Forestry and Fishing” and “Mining” that account for Rs.6.75 Cr. (79.5%) of the total contribution. “Information Technology” has the highest value for the FY 2016-17 amounting to Rs.2.60 Cr. (34%) and the next higher were by the “manufacturing” which amounts to Rs.2.20 Cr. (29%).

(x) Rural Development: Numerous rural involvement have been done in many villages in the domains of integrated water management/rainwater harvesting, water for schools, improving agriculture productivity and livelihoods of small and marginal farmers, rural school renovations, community- led development. The “Financial services” Industry had put in the values for the FY 2014-15” Rs.209.33 Cr. (40.80%), for the FY 2015-16” Rs.283.20Cr. (32.00%), and for the FY 2016-17” Rs. 396.31 Cr. (39.60%). The “Construction & Real Estate” Industry contributed the next higher values for the FY 2014-15 Rs.131.21 Cr. (26%) followed by the “Mining” for the FY 2015-16 amounting to Rs.251.56 Cr. (28%).

(xi) Slum area development: This being the recently included sector under the Schedule, seem to include a small amount as its contribution, due to its segregation. “Mining” has by far the highest values for “Slum area development” for the FY 2014-15

MAJOR FINDINGS OF THE STUDY:

- As a result of the study from the sample - it is explicit that, most companies in various industries contribute to “Health/ Eradicating Hunger/ Poverty and malnutrition/Sage drinking water / Sanitation” and the FY 2015-2016 had the highest values.
- There is scarce interest shown in the Other Sectors (Technology Incubator and benefits to armed forces and admin overheads and others*).
- Major companies show concern to implement through CSR activities or programs directly to the public than through the Governmental bodies like the “Prime Minister’s Relief Funds”.
- It is inferred that all Industries show more interest in “Rural development” than the “slum area development”, though both the sectors are closely related in way of economic development.

CONCLUSION:

Rather than Social service it is evident that corporate sectors have vested interest in promoting themselves indirectly by their CSR policies. The report stated in specific, prescribed format provides an easy and better understanding of implementation and for further improvement in terms of funding and activities. The stated activities of the Government by segregation of Development sectors helps in finding the needy areas of difficulty and refinement of the paradigm has been properly shared by the upfront administration through the Corporate.

REFERENCES: