

Corporate Social Responsibility: A lot more than feel-good

An analysis of CSR spends of BSE 100 companies in FY18



Conclusions of the 2018 CSR study of the BSE 100

- 1 Companies increased their CSR spend by 5.8% to Rs. 74.57 bn in FY18 from 70.50 bn in FY17
- 2 The BSE 100 companies spend 1.9% of three year average profits on CSR in FY18, which is same as spent in FY17
- 3 68 companies have complied with the Act, spending 2% of average three year profits, compared to 59 last year
- 4 The top 5 companies in terms of CSR spends in FY18 were Reliance Industries, ONGC, TCS, HDFC Bank and IOCL
- 5 Companies primarily spent on Education, Hunger, Poverty & Healthcare, Rural Development and Environmental Sustainability
- 6 78 companies conducted impact assessment of their CSR initiatives, of which 10 companies followed G4 Guidelines

Agenda



CSR
trends



CSR
highlights



Ownership-
wise CSR
spend



CSR
themes in
FY18

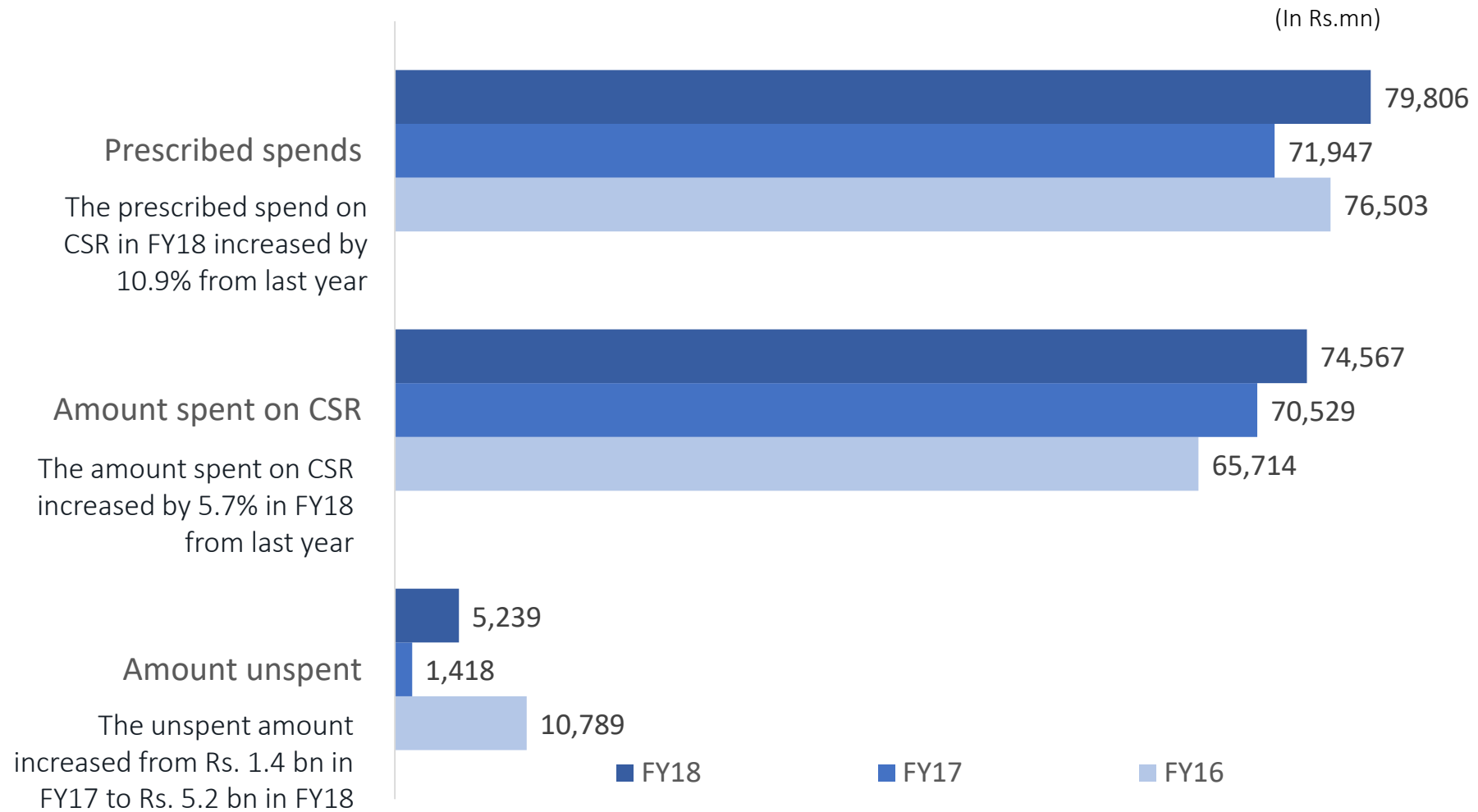


Impact
assessment



Case
Studies

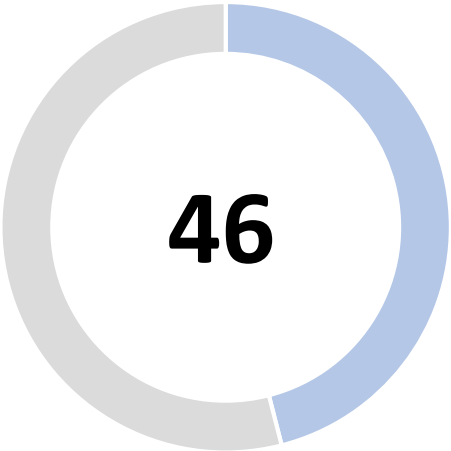
CSR spends of BSE 100 companies



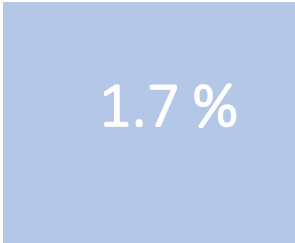
Companies meeting 2% spend target and CSR spend %



FY16

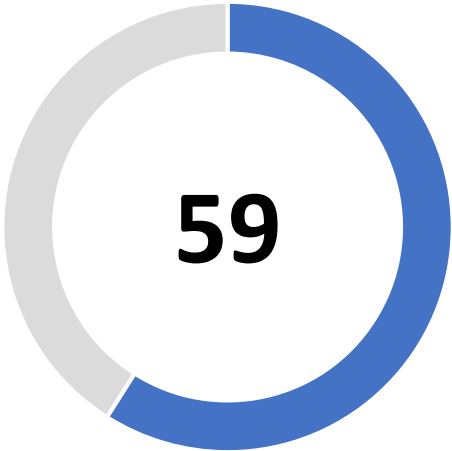


46



1.7 %

FY17

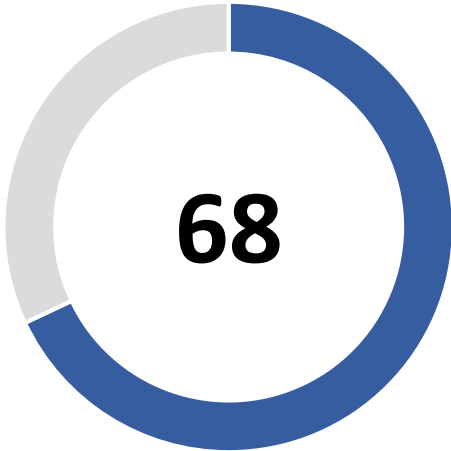


59



1.9 %

FY18

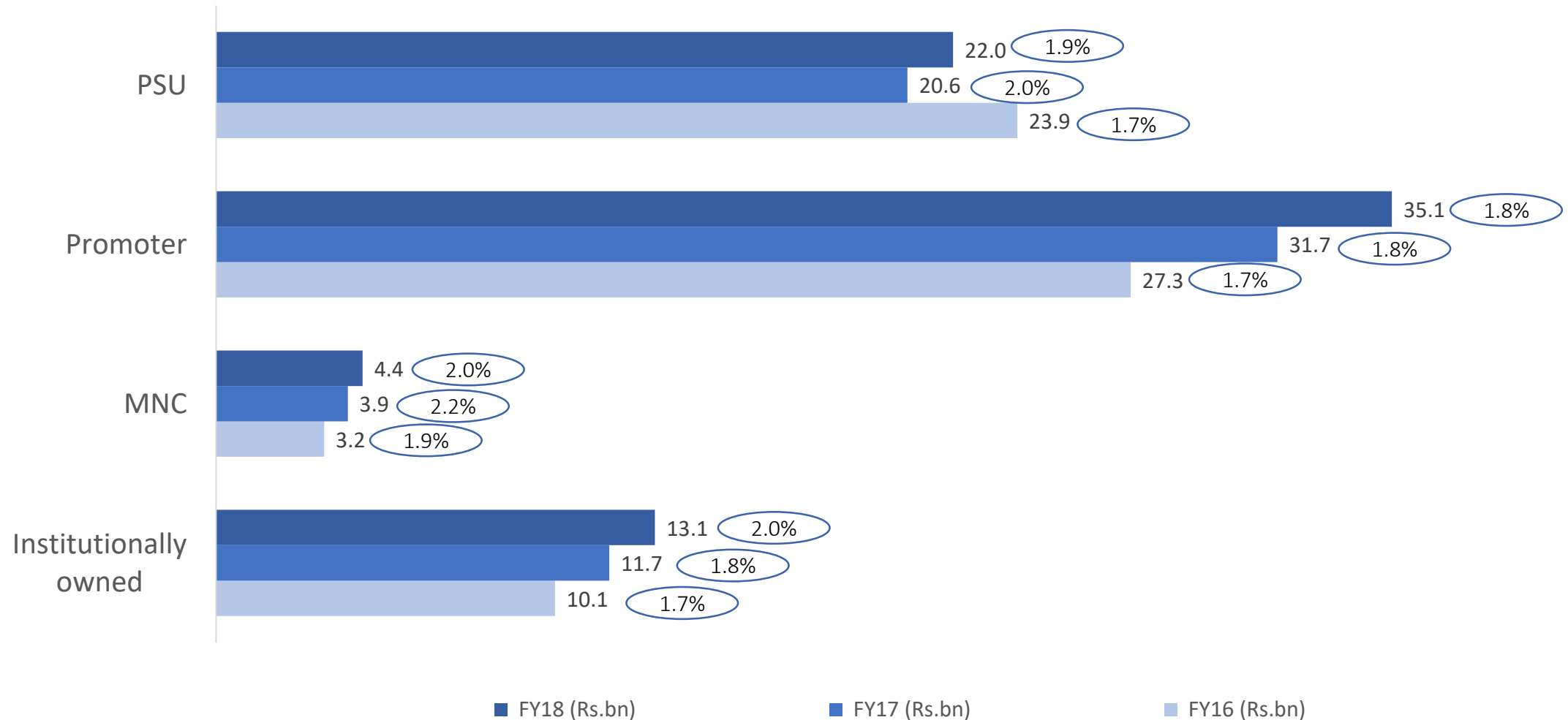


68

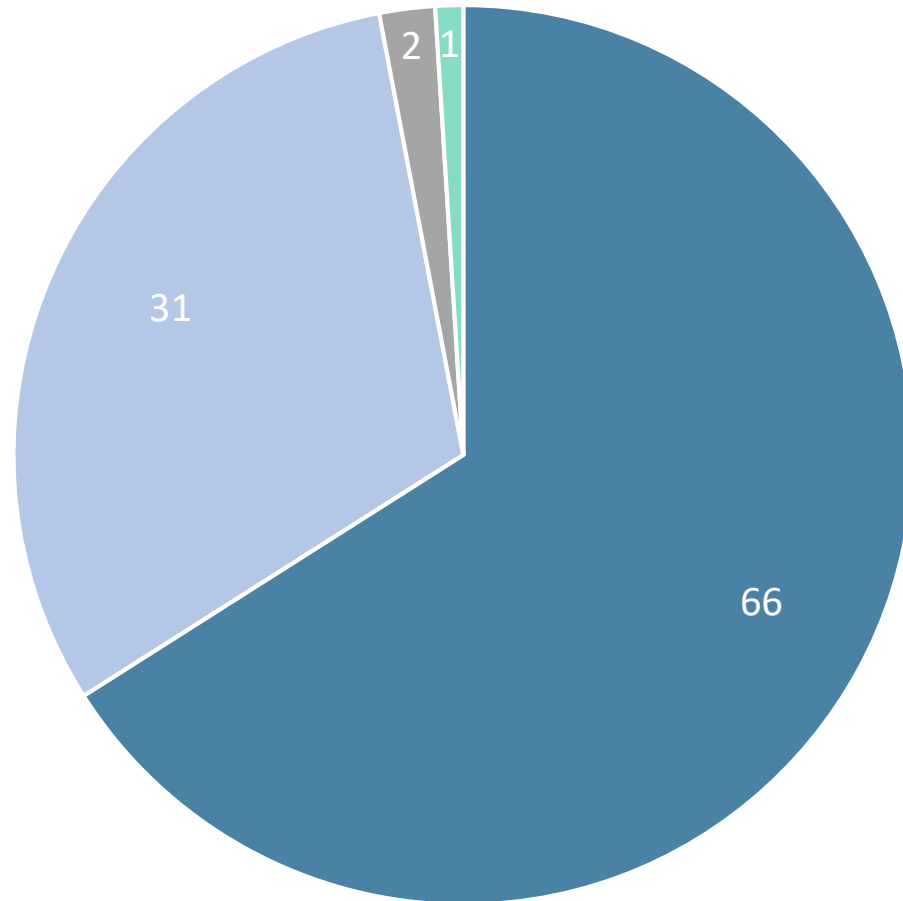


1.9 %

CSR spend by ownership and CSR spend %



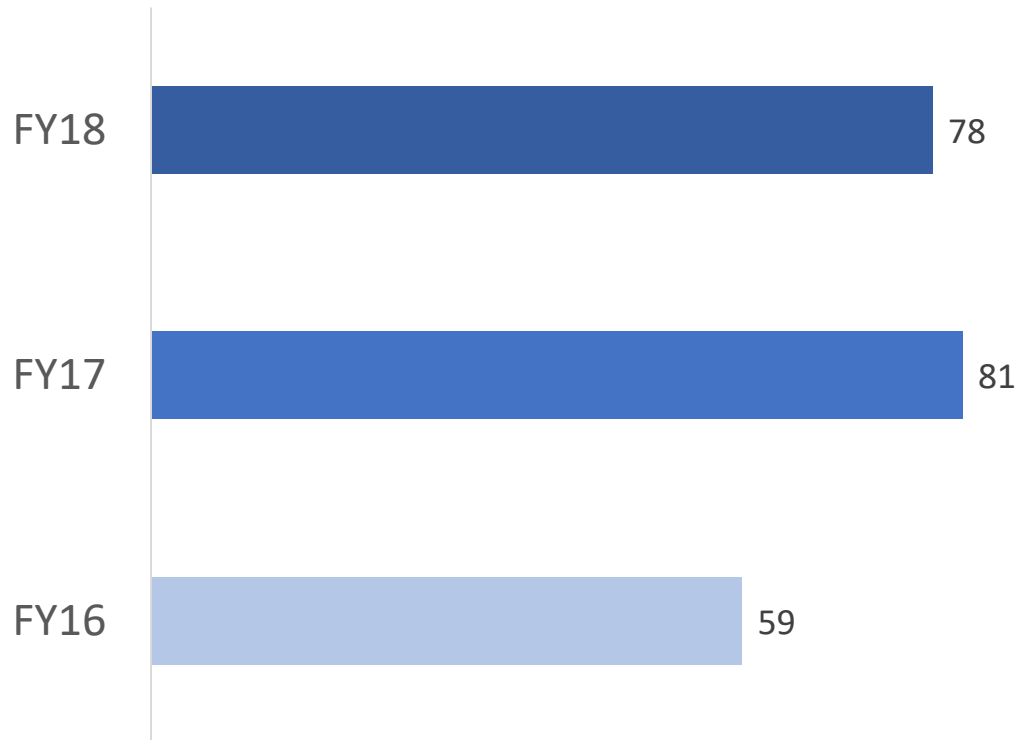
Hits and misses



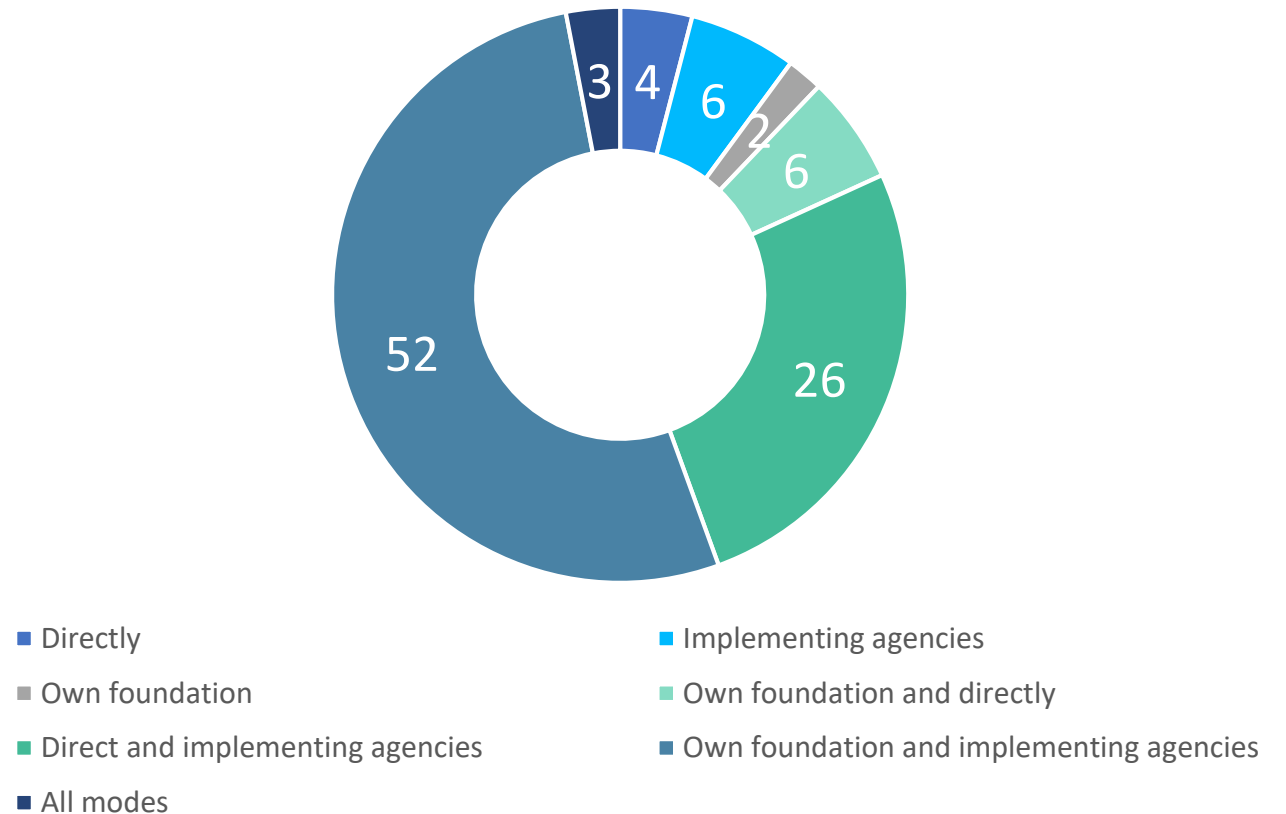
- Companies met/exceeded 2% prescribed spend
- Companies spent less than the 2% prescribed spend
- Companies reported losses and yet spent on CSR
- Entity (Bank of Baroda) did not disclose CSR report or spend

*Reasons provided by companies for spending less than the 2% prescribed spend – 12 stated implementation delays, 8 stated on-going long-term projects, 1 weak financial performance, 1 stated developing the internal CSR appraisal mechanism and 9 have not provided a specific reason

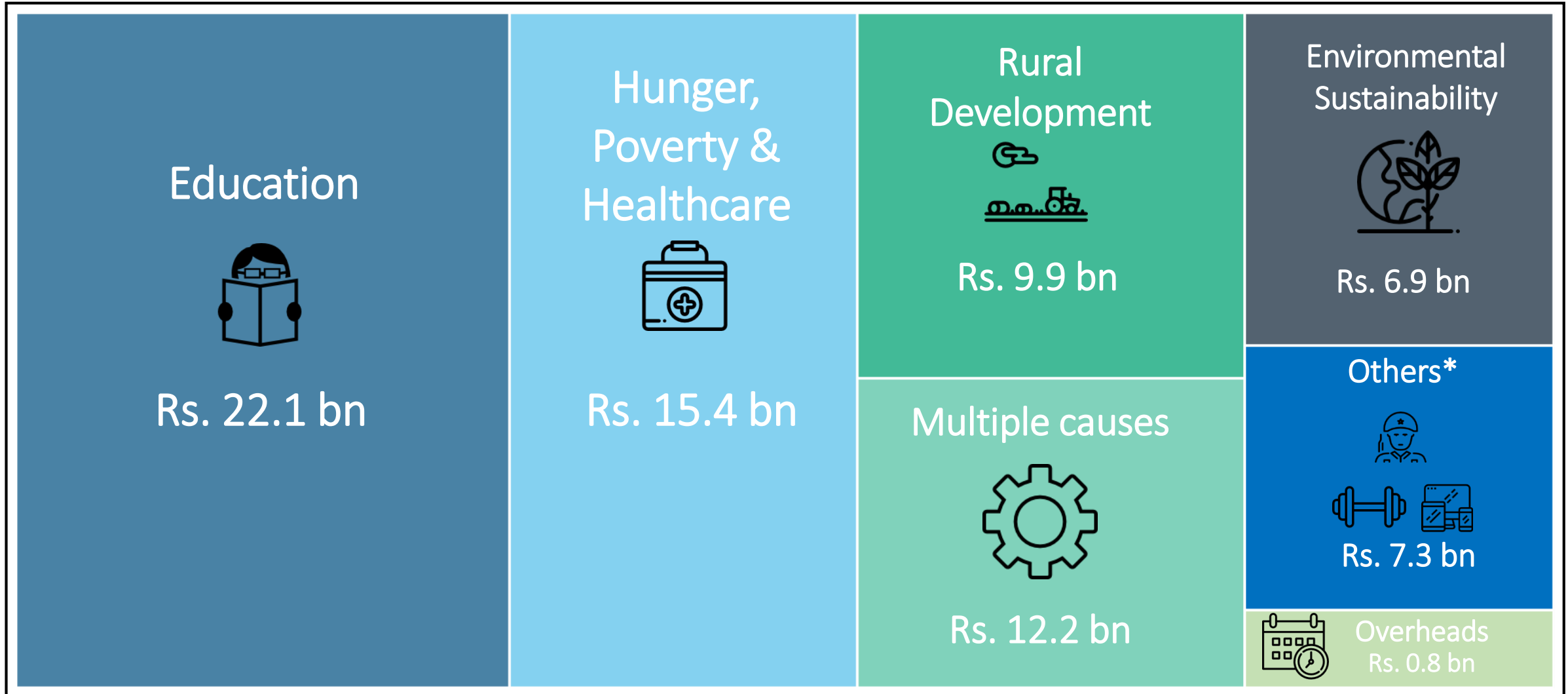
Companies that undertook impact assessment of its CSR initiatives



Mode of spending funds for CSR activities

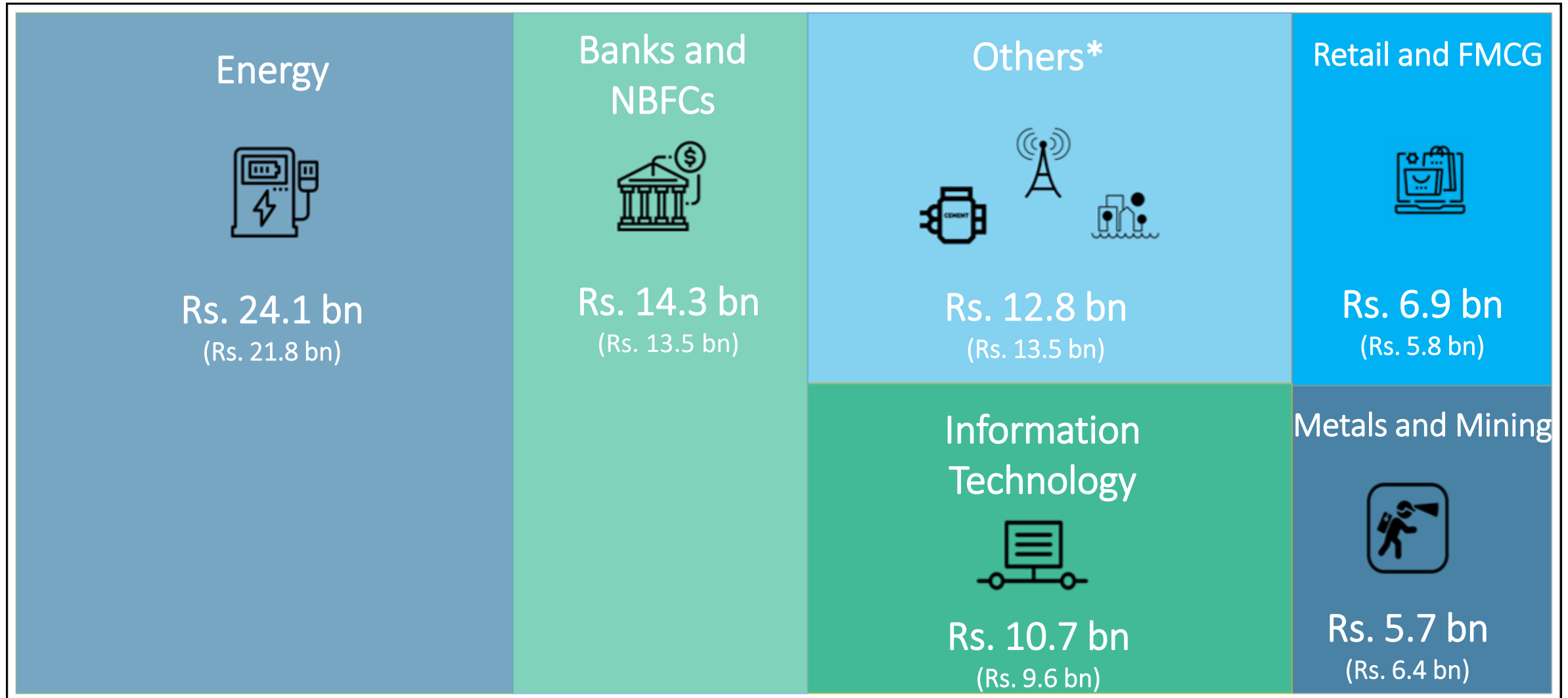


CSR Themes in FY18



*Includes funds contributed towards technology incubators, armed forces veterans, national heritage, sports, reducing inequalities, Swachh Bharat Mission, and PM's National Relief Fund

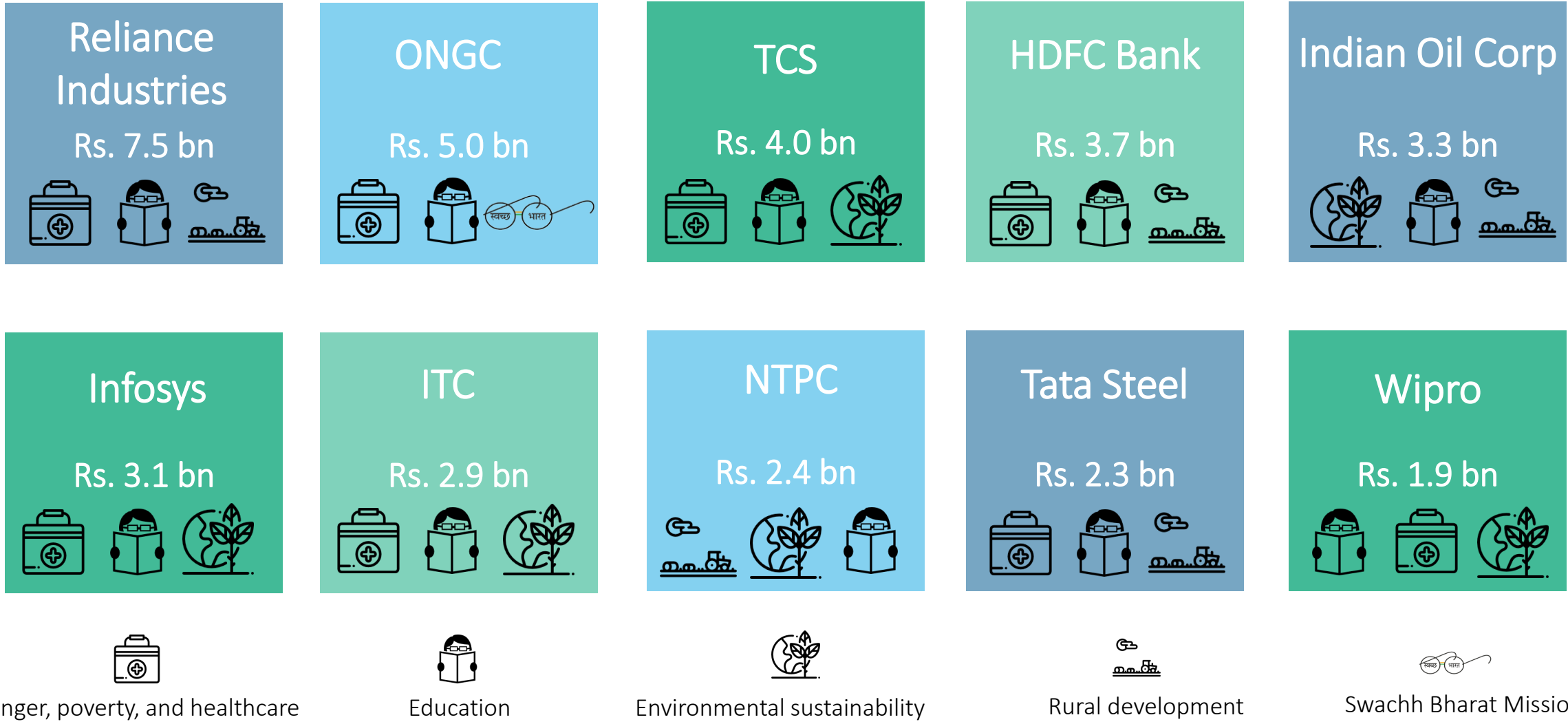
Who is spending: By sector



*Includes agrochemicals, capital goods, cement, healthcare, infrastructure and real estate, telecom, pharmaceuticals, automobile

Figures in () represent sector spends in FY17

Who is spending: By company and where



Case Study: Impact assessment disclosures by Tata Motors



IMPACT

Total **3,76,310**
Lives Touched

Addressing Malnutrition

- 89% of the malnourished children are in healthy zone
- 90% of SC/ST children are healthy

2909 lives touched

Health Awareness

- Visible behavioural change in communities (health and hygiene awareness, WASH knowledge, attitude and practises)

60098 lives touched

Preventive & Curative Health

313303 lives touched



IMPACT

Total **1,01,420**
Students Benefitted

Co-curricular Activities **48,847**

School Infrastructure & Village Education Development **14,585**

Special Coaching
Average 5% improvement in marks among students **14,585**

Scholarships & Grants **9,910**



IMPACT

Total **98,660**
People Skilled

- Agriculture and Allied Training **1,461** People Trained
- Auto (driving and Servicing) and Technical Trades **93,715** People Skilled
- **57%** Employment / Self Employment Among Youth Trained
- **54%** of The Placed Youth Belong to SC/ST Communities
- Annual Income of The Beneficiaries Increased By 1 Lakh Rupees
- Non-Auto Training **3,484** People Skilled



IMPACT

Environment Awareness
56,161 Lives Touched

- Environment Awareness **56,161** Lives Touched
- Saplings Planted **1,03,746**
- **85%** Survival of Saplings Planted
- **90%** of the Saplings are Local Species



Salon-i Vocational Training Programme

GCPL's Salon-i vocational training program provides basic skills of beauty, skin, hair care, and mehendi application to young women. This enables trainees to take up jobs or pursue self-employment. The 500-hour program curriculum has audio-visual modules, life skills, and entrepreneurship training tools that have been designed and created either entirely in-house or co-created with partners. It is aimed at women between the ages of 18 to 30 years living in urban and per-urban settlements and belonging to socioeconomically weaker sections of society.

As of March 2017, they have trained more than 87,975 young women in collaboration with more than 31 nonprofit partners in 23 Indian states. A third-party impact assessment has shown that approximately 40 per cent take up full-time or part-time jobs, while the rest prefer to work from home due to a range of socioeconomic issues. Those who work from home earn between ₹ 1,000 and ₹ 5,000 per month whereas those in jobs earn between ₹ 5,000 and ₹ 10,000 per month. It must be noted that for most of our alumni, this is their first skill-based income source.



Chamunda SHG, Bhiwara, Rajasthan

The Chamunda SHG, Bhiwara was formed in 2015, by 12 women motivated to improve their lives and desire to succeed. Through the support given by Axis Bank Foundation, SHP members have improved their savings, have better access to formal financial institutions. The SHG collect ₹ 100 from each member per month for the pool, allowing members in need to take loans at nominal rates. With the support, a business plan was implemented for setting up a spice processing to process turmeric, red chilli and coriander. The SHP now supplies the processed spices to wholesale stores in nearby towns of Gyangar, bhim, Bhiwara and Ajmer, in addition to local schools in adjoining villages for mid-day meal preparation.

The SHG has made ₹ 75,000 in profits after paying back 1/4th of their loan taken for the venture. The Chamunda SHP has been recognized by Indian Institute of Biosocial Research and Development for their entrepreneurial venture.



Transforming the urban landscape

Asian Paints aims to create awareness and encourage appreciation towards the country's diverse art forms by spreading art across public spaces in India. They also work towards leveraging art to make public spaces more interactive and reinvigorate neglected parts of the city. Asian Paints thus supported the St+art foundation whose mission is to make art more accessible to the public and in the process, bring about a colourful renewal of urban spaces.

During the association with St+art, Asian Paints have worked with local and international artists on various street art projects across Mumbai, Delhi and Kolkata to enhance the aesthetic appeal of the city and create uniqueness in our communities.

ANNEXURE: LIST OF THE BSE 100 COMPANIES

Sr. No.	Company name	Sector	Ownership type	Management type	3-year average profit Rs. mn	Prescribed spend Rs. mn	Actual CSR spend Rs. mn	Actual spend as a % of profit
1	ACC Ltd	Cement	MNC	Professional	9367.1	187.3	218.2	2.3%
2	Adani Ports and Special Economic Zone Ltd	Infrastructure and Real Estate	Promoter	Promoter	28566.9	571.3	571.8	2.0%
3	Ambuja Cements Ltd	Cement	MNC	Professional	13869.2	277.4	587.9	4.2%
4	Apollo Hospitals Enterprise Ltd	Healthcare	Promoter	Promoter	4123.4	82.5	104.0	2.5%
5	Ashok Leyland Ltd	Automobile	Promoter	Professional	11829.6	236.6	156.7	1.3%
6	Asian Paints Ltd	Retail and FMCG	Promoter	Professional	23214.4	464.3	465.1	2.0%
7	Aurobindo Pharma Ltd	Pharmaceuticals	Promoter	Professional	21245.4	424.9	200.0	0.9%
8	Axis Bank Ltd	Banks and NBFCs	Institutionally owned	Professional	93411.4	1868.2	1337.7	1.4%
9	Bajaj Auto Ltd	Automobile	Promoter	Promoter	49914.1	998.3	1005.1	2.0%
10	Bajaj Finance Ltd	Banks and NBFCs	Promoter	Promoter	19701.8	394.0	395.6	2.0%
11	Bajaj Finserv Ltd	Banks and NBFCs	Promoter	Promoter	913.8	18.3	19.0	2.1%

Sr. No.	Company name	Sector	Ownership type	Management type	3-year average profit Rs. mn	Prescribed spend Rs. mn	Actual CSR spend Rs. mn	Actual spend as a % of profit
12	Bajaj Holdings & Investment Ltd	Banks and NBFCs	Promoter	Promoter	4564.9	91.30	91.50	2.0%
13	Bank Of Baroda	Banks and NBFCs	PSU	Professional	CSR report not disclosed	-	-	-
14	Bharat Electronics Ltd	Others	PSU	Professional	17376.9	347.5	143.9	0.8%
15	Bharat Forge Ltd	Automobile	Promoter	Promoter	9856.0	197.1	218.4	2.2%
16	Bharat Heavy Electricals Ltd	Capital goods	PSU	Professional	5175.8	103.5	73.6	1.4%
17	Bharat Petroleum Corporation Ltd	Energy	PSU	Professional	91664.8	1833.3	1660.2	1.8%
18	Bharti Airtel Ltd	Telecom	Promoter	Promoter	107313.0	2146.3	245.4	0.2%
19	Bharti Infratel Ltd	Telecom	Promoter	Promoter	20007.0	400.1	211.6	1.1%
20	Biocon Ltd	Telecom	Promoter	Promoter	4411.0	88.2	88.0	2.0%
21	Bosch Ltd	Automobile	MNC	Professional	18122.0	362.4	363.0	2.0%
22	Britannia Industries Ltd	Retail and FMCG	Promoter	Professional	10068.5	201.4	221.4	2.2%
23	Cadila Healthcare Ltd	Pharmaceuticals	Promoter	Promoter	13121.8	262.4	262.4	2.0%
24	Cipla Ltd	Pharmaceuticals	Promoter	Promoter	15527.5	310.6	322.0	2.1%

Sr. No.	Company name	Sector	Ownership type	Management type	3-year average profit Rs. mn	Prescribed spend Rs. mn	Actual CSR spend Rs. mn	Actual spend as a % of profit
25	Coal India Ltd	Metals and Mining	PSU	Professional	3938.7	78.8	243.1	6.2%
26	Colgate-Palmolive (India) Ltd	Retail and FMCG	MNC	Professional	8337.5	166.8	167.2	2.0%
27	Container Corporation Of India Ltd	Others	PSU	Professional	12610.0	252.2	157.5	1.2%
28	Crompton Greaves Consumer Electricals Ltd	Others	Institutionally owned	Professional	1977.3	39.5	14.8	0.7%
29	Cummins India Ltd	Capital goods	MNC	Professional	8306.4	166.1	166.1	2.0%
30	Dabur India Ltd	Retail and FMCG	Promoter	Professional	11471.0	229.4	237.4	2.1%
31	Divis Laboratories Ltd	Pharmaceuticals	Promoter	Promoter	13592.6	271.9	169.8	1.2%
32	DLF Ltd	Infrastructure and Real Estate	Promoter	Promoter	6328.1	126.6	126.6	2.0%
33	Dr. Reddys Laboratories Ltd	Pharmaceuticals	Promoter	Promoter	16396.2	327.9	328.1	2.0%
34	Eicher Motors Ltd	Automobile	Promoter	Promoter	15423.4	308.5	308.5	2.0%
35	Exide Industries Ltd	Automobile	Promoter	Professional	8821.8	176.4	177.1	2.0%
36	GAIL (India) Ltd	Energy	PSU	Professional	34835.0	696.7	916.46	2.6%
37	Glenmark Pharmaceuticals Ltd	Pharmaceuticals	Promoter	Promoter	19240.0	384.8	293.3	1.5%

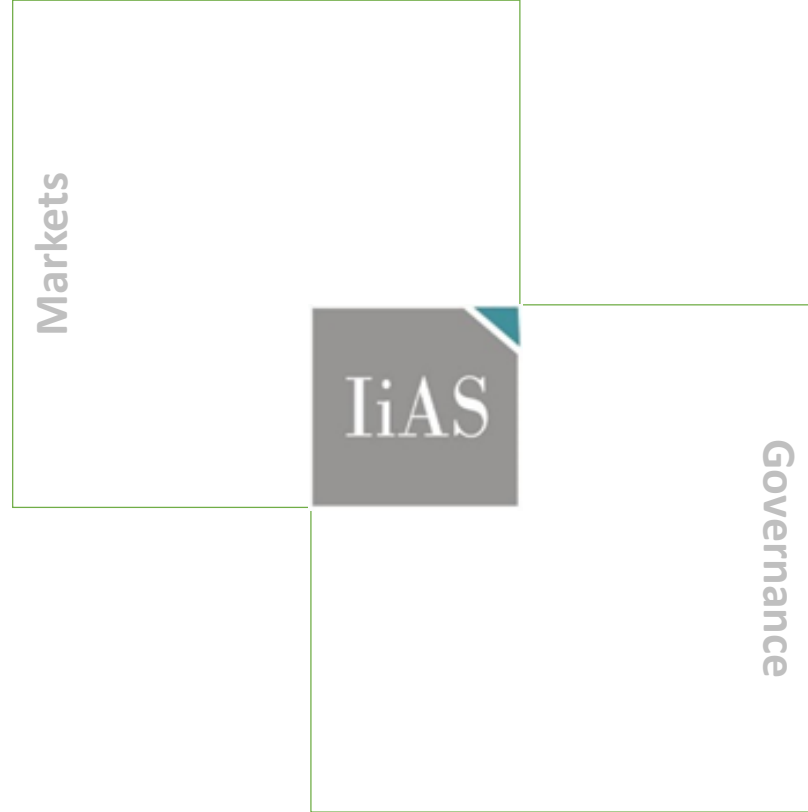
Sr. No.	Company name	Sector	Ownership type	Management type	3-year average profit Rs. mn	Prescribed spend Rs. mn	Actual CSR spend Rs. mn	Actual spend as a % of profit
38	Godrej Consumer Products Ltd	Retail and FMCG	Promoter	Professional	9415.0	188.3	188.8	2.0%
39	Grasim Industries Ltd	Retail and FMCG	Promoter	Professional	11070.4	221.4	298.4	2.7%
40	Havells India Ltd	Others	Promoter	Promoter	7412.2	148.2	148.2	2.0%
41	HCL Technologies Ltd	Information Technology (IT)	Promoter	Promoter	67166.3	1343.3	912.2	1.4%
42	HDFC Bank Ltd	Banks and NBFCs	Institutionally owned	Professional	182460.0	3649.2	3740.0	2.0%
43	HDFC Standard Life Insurance Co Ltd	Banks and NBFCs	Institutionally owned	Professional	4744.1	94.9	98.0	2.1%
44	Hero MotoCorp Ltd	Automobile	Promoter	Promoter	41299.2	826.0	843.4	2.0%
45	Hindalco Industries Ltd	Metals and Mining	Promoter	Professional	13350.0	267.0	310.9	2.3%
46	Hindustan Petroleum Corporation Ltd	Energy	PSU	Professional	63187.8	1263.8	1568.7	2.5%
47	Hindustan Unilever Ltd	Retail and FMCG	MNC	Professional	56100.9	1122.0	1160.9	2.1%
48	Housing Development Finance Corporation Ltd	Banks and NBFCs	Institutionally owned	Professional	79843.2	1596.9	1759.7	2.2%
49	ICICI Bank Ltd	Banks and NBFCs	Institutionally owned	Professional	85100.0	1702.0	1703.8	2.0%
50	Indiabulls Housing Finance Ltd	Banks and NBFCs	Institutionally owned	Professional	23841.2	476.8	476.8	2.0%

Sr. No.	Company name	Sector	Ownership type	Management type	3-year average profit Rs. mn	Prescribed spend Rs. mn	Actual CSR spend Rs. mn	Actual spend as a % of profit
51	Indian Oil Corporation Ltd	Energy	PSU	Professional	163971.1	3279.4	3310.5	2.0%
52	IndusInd Bank Ltd	Banks and NBFCs	Promoter	Professional	35083.3	701.7	204.7	0.6%
53	Infosys Ltd	Information Technology (IT)	Promoter	Promoter	155130.0	3102.6	3126.0	2.0%
54	ITC Ltd	Retail and FMCG	Institutionally owned	Professional	145234.0	2904.7	2909.8	2.0%
55	JSW Steel Ltd	Metals and Mining	Promoter	Promoter	17520.0	350.4	530.0	3.0%
56	Kotak Mahindra Bank Ltd	Banks and NBFCs	Promoter	Promoter	36984.5	739.7	264.0	0.7%
57	Larsen & Toubro Ltd	Infrastructure and Real Estate	Institutionally owned	Professional	50239.1	1004.8	1009.2	2.0%
58	LIC Housing Finance Ltd	Banks and NBFCs	PSU	Professional	25397.9	508.0	67.8	0.3%
59	Lupin Ltd	Pharmaceuticals	Promoter	Professional	37523.0	750.5	216.8	0.6%
60	Mahindra & Mahindra Financial Services Ltd	Banks and NBFCs	Promoter	Professional	13533.8	270.7	271.6	2.0%
61	Mahindra & Mahindra Ltd	Automobile	Promoter	Promoter	40635.5	812.7	819.7	2.0%
62	Marico Ltd	Retail and FMCG	Promoter	Professional	8187.5	163.8	166.6	2.0%
63	Maruti Suzuki India Ltd	Automobile	MNC	Professional	60416.0	1208.3	1250.8	2.1%

Sr. No.	Company name	Sector	Ownership type	Management type	3-year average profit Rs. mn	Prescribed spend Rs. mn	Actual CSR spend Rs. mn	Actual spend as a % of profit
64	Motherson Sumi Systems Ltd	Automobile	Promoter	Professional	8874.0	177.5	8.5	0.1%
65	MRF Ltd	Automobile	Promoter	Promoter	21518.5	430.4	94.9	0.4%
66	Nestle India Ltd	Retail and FMCG	MNC	Professional	13439.1	268.8	269.1	2.0%
67	NMDC Ltd	Metals and Mining	PSU	Professional	60509.2	1210.2	1693.7	2.8%
68	NTPC Ltd	Energy	PSU	Professional	110373.0	2207.5	2415.4	2.2%
69	Oil & Natural Gas Corporation Ltd	Energy	PSU	Professional	243519.7	4870.4	5034.4	2.1%
70	Page Industries Ltd	Retail and FMCG	Promoter	Professional	3266.9	65.3	32.2	1.0%
71	Petronet LNG Ltd	Energy	PSU	Professional	15150.0	303.0	85.5	0.6%
72	Pidilite Industries Ltd	Retail and FMCG	Promoter	Promoter	10374.0	207.5	220.3	2.1%
73	Piramal Enterprises Ltd	Pharmaceuticals	Promoter	Promoter	7028.2	140.6	283.1	4.0%
74	Power Finance Corporation Ltd	Banks and NBFCs	PSU	Professional	74605.0	1492.1	1181.8	1.6%
75	Power Grid Corporation Of India Ltd	Energy	PSU	Professional	78968.1	1579.4	1579.9	2.0%
76	Punjab National Bank	Banks and NBFCs	PSU	Professional	0.0	0.0	286.2	-

Sr. No.	Company name	Sector	Ownership type	Management type	3-year average profit Rs. mn	Prescribed spend Rs. mn	Actual CSR spend Rs. mn	Actual spend as a % of profit
77	REC Ltd	Banks and NBFCs	PSU	Professional	80975.5	1619.5	494.5	0.6%
78	Reliance Industries Ltd	Energy	Promoter	Promoter	351541.9	7030.8	7450.0	2.1%
79	Shree Cement Ltd	Cement	Promoter	Promoter	13780.3	275.6	278.1	2.0%
80	Shriram Transport Finance Company Ltd	Banks and NBFCs	Promoter	Professional	18495.7	369.9	188.2	1.0%
81	Siemens Ltd	Capital goods	MNC	Professional	9746.9	194.9	195.1	2.0%
82	State Bank Of India	Banks and NBFCs	PSU	Professional	99810.0	1996.2	1129.6	1.1%
83	Sun Pharmaceutical Industries Ltd	Pharmaceuticals	Promoter	Promoter	-	0.0	27.0	-
84	Tata Chemicals Ltd	Agrochemicals	Promoter	Professional	8397.9	168.0	142.8	1.7%
85	Tata Consultancy Services Ltd	Information Technology (IT)	Promoter	Professional	248680.0	4973.6	4000.0	1.6%
86	Tata Global Beverages Ltd	Retail and FMCG	Promoter	Professional	3068.8	61.4	65.1	2.1%
87	Tata Motors Ltd	Retail and FMCG	Promoter	Professional	-	0.0	214.3	-
88	Tata Power Company Ltd	Energy	Promoter	Professional	6854.7	137.1	147.1	2.1%
89	REC Ltd	Banks and NBFCs	PSU	Professional	80975.5	1619.5	494.5	0.6%

Sr. No.	Company name	Sector	Ownership type	Management type	3-year average profit Rs. mn	Prescribed spend Rs. mn	Actual CSR spend Rs. mn	Actual spend as a % of profit
90	Tech Mahindra Ltd	Information Technology (IT)	Promoter	Professional	35775.0	715.5	764.2	2.1%
91	The Federal Bank Ltd	Banks and NBFCs	Promoter	Professional	11942.2	238.8	140.1	1.2%
92	Titan Company Ltd	Retail and FMCG	Promoter	Promoter	10389.9	207.8	234.4	2.3%
93	TVS Motor Company Ltd	Automobile	Promoter	Promoter	5346.5	106.9	109.8	2.1%
94	Ultratech Cement Ltd	Cement	Promoter	Professional	29450.0	589.0	620.0	2.1%
95	UPL Ltd	Agrochemicals	Promoter	Promoter	2969.3	59.4	203.6	6.9%
96	Vedanta Ltd	Metals and Mining	Promoter	Professional	4710.0	94.2	450.0	9.6%
97	Vodafone Idea Ltd	Metals and Mining	Promoter	Professional	23525.1	470.5	199.4	0.8%
98	Wipro Ltd	Information Technology (IT)	Promoter	Professional	91647.0	1832.9	1866.0	2.0%
99	Yes Bank Ltd	Banks and NBFCs	Promoter	Promoter	38610.0	772.2	452.1	1.2%
100	Zee Entertainment Enterprises Ltd	Others	Promoter	Promoter	14630.3	292.6	68.9	0.5%



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