

Corporate Social Responsibility in Haryana State – An Involvement of Indian Corporate Sector

Mr. Vishal Anand¹, Dr. Mukesh Kumar²

¹Research Scholar, Department of Commerce, J.V. Jain (P.G.) College, Saharanpur, Chaudhary Charan Singh University, Meerut (U.P.) vishaldigital81@gmail.com

²Associate Professor, Department of Commerce, J.V. Jain (P.G.) College, Saharanpur, Chaudhary Charan Singh University, Meerut (U.P.) drmukeshkumar012@gmail.com

ABSTRACT – Corporate social responsibility (CSR) is a self-regulating business strategy that assists a firm in becoming transparent and accountable to itself, its stakeholders and the general public. Companies that practice corporate social responsibility are known as corporate citizen. This paper aims to highlight the corporate social responsibility efforts made by the companies in Haryana State. This paper put lights on those companies who are spending their CSR funds in various development areas like education, health, environment protection etc in Haryana state. Year wise data was collected from 2014-15 to 2019-20 from national CSR portal to understand the involvement of companies and total CSR spend in the state. Besides this the main thrust area was identified where companies are spending rigorously. Before 2013, CSR was purely discretionary but after 2013 with the amendment in company act 2013, CSR has become mandatory. Since then companies become more concern about their CSR and their reporting as per the provisions of the act. The whole idea behind making CSR, a mandatory provision is that, it will leads to balanced and inclusive growth in all the areas. So in this regards, need arises to study the CSR in particular region. For the present study researcher select Haryana state to examine the CSR of various companies and development perspective.

Keywords: CSR, CSR spend, CSR Thrust areas, Spread of CSR, Haryana

*Corresponding Author

Mr. Vishal Anand

Research Scholar, Department of Commerce, J.V. Jain (P.G.) College, Saharanpur, Chaudhary Charan Singh University, Meerut (U.P.)

E-mail address: vishaldigital81@gmail.com

1. INTRODUCTION

Corporate Social Responsibility (CSR) was initiated by the government of India as an amendment to the Companies Act 2013, which came into force in 2014.

Pursuant to the Act, companies whose net worth is more than 500 crores, turnover is more than 1000 crores, or net profit is more than 5 crore, in a given fiscal year must devote 2% of their net earnings to CSR activities. As a result, businesses need to create a CSR policy, form a CSR committee, and provide information about their CSR efforts in their financial report.

During the last few decades, the paradigm of CSR has emerged. CSR was originally explored in the 1930s in a Harvard Review Paper that called for the social responsibilities of management [3]. After Carroll built the initial CSR pyramid in 1979, he went on to illustrate it graphically in 1991 [4], [5]. The Carroll's CSR pyramid was applied in many social and cultural settings and presented varied results [6], [7].

To accommodate the state's need for a CSR fund, the government established a CSR Advisory Board and a CSR webpage to better equip businesses and organizations to improve the well-being of residents.

The CSR Portal provides as a matchmaking platform for CSR stakeholders, assisting corporations and organizations in identifying appropriate CSR projects. It also serves as a clearinghouse of data on all Haryana-based CSR initiatives. It provides knowledge on accessible projects that is related to particular department. Besides that, the execution of CSR activities is also being tracked and a specific CSR policy is also being prepared.

In Haryana, CSR efforts have improved rural agribusiness, empowered women towards becoming self-sufficient and educated, and renovated rural economy. Many companies are actively involved in development of the state through their CSR activities. Companies cannot only stimulate positive stakeholder

attitudes and stronger support behaviors in term of purchase in the company, getting employment, investing in the company by engaging in corporate social responsibility (CSR) activities, but also, in the long run, build public reputation, reinforce stakeholder-company interactions, and enhance stakeholders' negotiating agreements [8]. Companies around the world are engaging in corporate social responsibility efforts in order to provide the public with more social and environmental information. So CSR disclosure or reporting has become one of the key areas of study for management researchers [9].

2. METHODOLOGY

The present paper aims to understand the depth of CSR in Haryana State. For this, secondary data was collected from various books, web pages, journals and magazines. This research is exploratory in nature where researcher gets an insight about corporate social responsibility initiatives of companies in Haryana State.

3. OBJECTIVES

- To identify the depth of CSR / spread of CSR in Haryana State chronologically.
- To identify the key thrust areas of CSR expenditure in Haryana State.
- To study the CSR spend district wise in Haryana.
- To offer suggestions to improve the CSR for more inclusive and sustainable development of the state.

4. MAJOR CSR INITIATIVES BY INDIAN COMPANIES FOR THE DEVELOPMENT AND GROWTH OF THE STATE

The Green Revolution, Haryana has earmarked for significant food production but simultaneously it led to

resource decline, like soil and ecological imbalances. Corporate social responsibility (CSR) has addressed these challenges through planned strategies.

In Haryana, the most successful sustainability programmes have improved rural farming, empowered women towards becoming competent and independent, educated children and developed rural infrastructure. The following are a few of Haryana's best corporate social responsibility (CSR) projects [10], [11]: -

Maruti Suzuki's community involvement drive

Maruti Suzuki, India's leading commercial car maker, has suspended its Haryana manufacturing to make medical oxygen available during the second wave of the epidemic. The shutdown has been rescheduled to May 1-9 instead of earlier intended for June. Maruti Suzuki employed a minimal amount of oxygen in its plants as part of the automobile manufacturing process, while component makers use significantly higher amounts.

They think that given the current scenario, every drop of accessible oxygen should be utilised to keep people alive. Following COVID-19, the company has implemented several CSR initiatives in Haryana to assist the people around its manufacturing facilities. The needy have received 120,000 food parcels during the shutdown period. The firm sent dry ration packages to the district authority every day. Packages containing necessities were also being distributed to neighbouring towns. Maruti Suzuki's 17 Aqua ATMs, which are located in 16 communities, provide access to fresh, clean drinking water. Water ATMs have a capacity of over 1,000 litres of drinking water each hour.

HDFC Bank – Holistic Rural Development Program (HRDP)

HDFC bank, under its Holistic Rural Development Program (HRDP), emphasizes improved farming and multi-cropping methods, fish breeding, horticulture, and alternative fuels in various villages in Haryana. In addition, to broaden the effort in the field of water conservation, over four ponds in Mahendragarh have been rehabilitated, permitting for water conservation and recharging of the groundwater table. HDFC Parivartan is working with HRDP to reach 23,489

Haryana residents in 84 localities across districts of the state in an effort to develop more resilient communities. Parivartan also assisted the farmers in establishing links with surrounding marketplaces, in addition to assisting with package design. Due to the shortage of water and energy in many parts of Haryana, Most of these farmers in a majority of the project communities will receive renewable water pumps. In the long run, these pumps have the potential to boost agricultural productivity. Furthermore, as the cost of solar panels falls, this renewable energy source will become economically sustainable.

Jindal Kishori Express

Kishori Express is a program for adolescent females with anaemia, that is being conducted in 87 villages in Haryana's Nuh district. Jindal Steel and Power Limited's CSR wishes to give benefits to all the teenage girls in this area. According to Kishori Express, they do this by modifying their vehicles and equipping them with LCD screens and other modern conveniences such as disposables, hemometers, and hand-washing supplies. Medical practitioners in a specialized vehicle bring teenage health services, hygiene, and knowledge and understanding to the doorstep. The vehicle is not only ready to run an online assessment on useful skills, but it also has nutrition, women's health, and anaemia control mechanisms on board. Kishori Express is managed by the Jindal Foundation, which provides regular haemoglobin checks, brings awareness, and provides dietary supplements. Initially, the concept was launched on a trial basis in 12 settlements. Because of its meticulous execution, Among Haryana's top CSR organizations, Kishori Express is one of the most recognized. The District Education Officer and the ICDS, Health, and NHM collaborate on a monthly micro scheme on the project to schedule the van to serve the schools and Aanganwadi Centres in a systematic manner. Because it is more exact, a haemometer is used to test haemoglobin levels. The reports are communicated with the administration for the purpose of following up on severe anaemic cases so that the anemic incidence can be reduced. At block level meetings, the micro plan and successes are examined, and quick efforts are taken to handle severe

anaemic cases. Hand-washing at schools and AWCs is co-managed by the trained staff to keep pupils healthy.

Panasonic CSR initiatives- Aarogya

Panasonic's Aarogya provides mobile health care services in the Haryana villages of Jhajjar and Gharaunda. The mobile health van operates five days a week. The project's beneficiaries include pregnant women, breastfeeding women, and children. Aarogya conforms to Haryana's best CSR standards by providing feedback and opportunities for efficient and cost effective quality healthcare through a Portable Dispensary. For common ailments, medical professionals prescribe and administer drugs on the spot, evaluate and send sick patients to clinics. In order to successfully serve the target community, Panasonic's CSR initiative offers free, on-demand health care at convenient places and times. Referrals are used to integrate people into established social program and healthcare organizations.

Deloitte Sanjivani pariyojna

The Haryana government, with the assistance of Deloitte, has established the Sanjeevani Pariyojana ("life project"). It is indeed a monitored, virtual home care effort designed to allow patients with mild to moderate Covid-19 symptoms have access to health care rapidly. It provides individuals with training and assistance to handle their care at home, providing access to online diagnosis and COVID-19 medical facilities and inpatient facilities when deemed suitable by state-trained clinical professionals.

The Sanjeevani Pariyojana, devised and sponsored by Deloitte, the Public Health Foundation of India, and the Post Graduate Institute of Medical Sciences (PGIMS-Haryana), is a vital step to improving much-needed medical assistance to those who really need it, when and where they require it the most. The pilot project will commence in the Karnal district and may soon be expanded to other impacted areas. It will provide medical care in remote areas where awareness of the virus's second wave and how to treat it is still poor. Authorities confirmed that with the correct protocols and care, it may be viable to maintain home recovery period for approximately 90% of patients.

5. STATUS OF CSR IN HARYANA

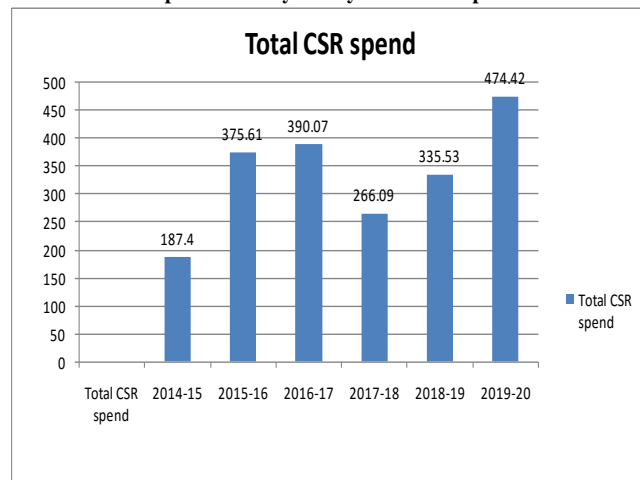
In the forthcoming section the data related to CSR in Haryana was collected and presented in more meaningful manner to get deeper insight into the status of CSR in Haryana. The table 1 to 4 presents the snapshots of CSR in Haryana State.

Table -1 CSR Spend in Haryana (in Crore)

Year	Amount (in crore)	No. of companies indulged in the state for CSR	No of district covered for CSR projects
2014-15	187.4	282	18
2015-16	375.61	564	19
2016-17	390.07	728	19
2017-18	266.09	632	19
2018-19	335.53	739	22
2019-20	474.42	734	22

Source-Author compilation from the National CSR Portal [12]

Chart -1 CSR Spend in Haryana by Indian Corporate Sectors



Source-Author compilation from the National CSR Portal [12]

From the table 1 and chart 1 it is observed that CSR spend is increasing in Haryana. In the year 2014-15 CSR Spend was 187.4 crore and total 282 companies were involved in spending that amount and 18 district were covered in the state by the companies. In the year 2015-16 CSR Spend was 375.61 crore and total 564

companies were involved in spending that amount and 19 district were covered in the state by the companies. In the year 2016-17 CSR Spend was 390.07 crore and total 728 companies were involved in spending that amount and 19 district were covered in the state by the companies. In the year 2017-18 CSR Spend was 266.09 crore and total 632 companies were involved in spending that amount and 19 district were covered in the state by the companies. In the year 2018-19 CSR Spend was 335.53 crore and total 739 companies were involved in spending that amount and 22 district were covered in the state by the companies. In the year 2019-20 CSR Spend was 474.42 crore and total 734 companies were involved in spending that amount and 22 district were covered in the state by the companies.

Table 2- Top 3 Companies spending Highest on CSR activities in Haryana State in different years

Year	S.No	Company Name	Amount (In Lakhs)
2014-15	1	MSIL(Maruti Suzuki India Limited)	3,450
	2	BHEL(Bharat Heavy Electricals Limited)	2,470
	3	JM FIS(JM Financial Institutional Securities)	994
2015-16	1	Dr.ReddyS Laboratories Ltd	5,000
	2	Hero Motocorp Limited	4,537
	3	Maruti Suzuki India Limited	3,275
2016-17	1	Hero Motocorp Limited	7,705
	2	MSIL(Maruti Suzuki India Limited)	2,312
	3	ZEEL(Zee Entertainment Enterprises Limited)	2,181
2017-18	1	PIPC(Panasonic India Private Limited)	1,576
	2	HMSIPL (Honda Motorcycle And Scooter India Pvt. Limited)	1,245
	3	Minda Industries Limited	1,130
2018-19	1	Maruti Suzuki India Limited	4,120

	2	Honda Motorcycle And Scooter India Pvt. Limited	2,089.10
	3	Power Grid Corporation Of India Limited	828.69
2019-20	1	Indus Towers Limited	7,721.40
	2	Maruti Suzuki India Limited	6,069
	3	Honda Motorcycle And Scooter India Pvt. Limited	1,577.90

Source-Author compilation from the National CSR Portal)

Table 2 presents the CSR spend of top three companies which are spending rigorously in Haryana State. In the year 2014-15 MSIL (Maruti Suzuki India Limited), BHEL (Bharat Heavy Electricals Limited) and JM Financial Institutional Securities are spending respectively Rs 3450, 2470 and 994 lakh on CSR activities. In the year 2015-16 Dr. Reddys Laboratories Ltd, Hero Motocorp Limited and MSIL (Maruti Suzuki India Limited) are spending respectively Rs 5000, 4537 and 3275 lakh on CSR activities. In the year 2016-17 Hero Motocorp Limited, MSIL(Maruti Suzuki India Limited) and ZEEL (Zee Entertainment Enterprises limited) are spending respectively Rs 7705, 2312 and 2181 lakh on CSR activities. In the year 2017-18 Panasonic India Private Limited, Honda Motorcycle and Scooter India Pvt. limited and Minda Industries Limited are spending respectively Rs 1576, 1245 and 1130 lakh on CSR activities. In the year 2018-19 Maruti Suzuki India Limited, Honda Motorcycle and Scooter India Pvt. limited and Power Grid corporation of India Limited are spending respectively Rs 4120, 2089.10 and 828.69 lakh on CSR activities. In the year 2019-20 Indus Towers Limited, Maruti Suzuki India Limited and Honda Motorcycle and Scooter India Pvt. limited are spending respectively Rs 7721.40, 6069 and 1577.90 lakh on CSR activities. So it can be inferred that these companies are very much inclined toward Haryana state for its development and growth.

Table 3-CSR Thematic areas in Haryana State (year-wise)

S.No	CSR Thematic areas	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
1	Clean Ganga Fund	0	4	0	0	0	0
2	Education, Differently Abled, Livelihood	9,923	24,517.74	25,664.18	13,042.05	15,112.12	24,186.92
	Education	7,890	23,189.81	23,890.38	11,219.83	12,710.17	16,291.56
	Livelihood Enhancement Projects	89	404.6	409	512.32	479.62	1,203.12
	Vocational Skills	1,904	773.33	1,176.80	1,071.41	1,706.82	5,380.62
	Special Education	40	150	188	238.49	215.51	1,311.62
3	Promotion of Sports	193	279.34	257.08	194.55	255.21	399.53
4	Environment, Conservation Of Resources , Animal Welfare	830	1,751.75	2,956.34	2,100.80	2,910.86	3,347.88
5	Reducing Inequalities , Women Empowerment, Gender Equality , Old Age Homes	255	602.39	829.46	1,687.55	1,065.71	3,835.45
6	Health, Sanitation, Safe Drinking Water, Poverty And Malnutrition, Eradicating Hunger	5,943	6,433.64	5,512.71	7,238.90	10,151.58	12,558.88
7	National Heritage, Art And Culture	23	156	94	56.69	30.62	69.11
8	Other Sectors (Benefits To Armed Forces, Technology Incubator And Admin Overheads)	18	15	12	11.48	64.85	46.46

9	Rural Development	1,509	2,152.72	3,131.67	1,978.75	3,568.46	2,205.76
10	Development of Slum Area	24	6	3	14.97	16.09	52.86
11	Donation to Prime Minister's National Relief Fund, and Other funds	0	152.55	281.35	180.29	229.42	281.55
12	Swachh Bharat Kosh	0	16	21.27	1	20.3	67.82
13	Any Other Fund	0	45.46	87	102.37	128.02	390.74
14	NEC/ Not Mentioned	23	1,429.00	157	0	0	0
Grand Total (INR Lakh)		18,741	37,561.58	39,007.06	26,609.39	33,553.25	47,442.95

Source-Author compilation from the National CSR Portal [12]

Table 3 depicts the detailed division of CSR spends in various development areas or thematic areas and comparison of the data on year on year basis have been done in each of this development area. As per sec 135 and clause VII of the Companies act 2013, each and every company whose net worth is to be Rs 500 crore or more, Turnover is to be Rs 1000 crore or more or net profit is to be Rs 5 crore or more are expected to spend atleast 2% of their average annual profits on CSR activities in various areas as mentioned in clause VII. This amendment was made in the year 2014. National CSR portal is maintaining the data since then. From the above table it is evident that out of total CSR spend maximum amount was spend on Education, livelihood enhancement , special education and for the education and skill development of differently abled persons which was Rs-9923 lakh in the year2014-15, Rs-24517.74 lakh in the year2015-16, Rs-25664.18 lakh in the year2016-17, Rs-13042.05 lakh in the year 2017-18, Rs-15112.12 lakh in the year2018-19, Rs-24186.92 lakh in the year2019-20 and next emphasis was given to Health, sanitation, safe drinking water, poverty and malnutrition, and eradicating hunger on which CSR Spend was Rs-5943 lakh in the year 2014-15, Rs-6433.64 lakh in the year 2015-16, Rs-5512.71 lakh in the year2016-17, Rs-7238.90 lakh in the year

2017-18, Rs-10151.58 lakh in the year2018-19, Rs-12558.88 lakh in the year2019-20 and after that next prominent area was Rural development on which CSR Spend was Rs-1509 lakh in the year2014-15, Rs-2152.72 lakh in the year2015-16, Rs-3131.67 lakh in the year2016-17, Rs-1978.75 lakh in the year 2017-18, Rs-3568.46 lakh in the year2018-19, Rs-2205.76 lakh in the year2019-20. After this next area which need proper mention was Environment, conservation of Natural resources and animal welfare on which CSR Spend was Rs-830 lakh in the year2014-15, Rs-1751.75 lakh in the year2015-16, Rs-2956.34 lakh in the year2016-17, Rs-2100.80 lakh in the year 2017-18, Rs-2910.86 lakh in the year2018-19, Rs-3347.88 lakh in the year2019-20.This shows that maximum CSR expenditure was made in the above four areas and in rest of the areas CSR expenditure was nominal.

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Table 4 – Year-wise CSR Spend in Each District of Haryana (In Lakhs)

S.No.	District	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
1	Ambala	79	360	381.5	589	58.23	194.22
2	Bhiwani	160	210	948.52	295.01	456.26	165.17
3	Faridabad	539	1113.6	1518.23	1051.62	2777.43	2949.05
4	Fatehabad	0	0	0	2	0.17	12.17
5	Gurugram	5227	10518	1856.58	4055.35	4674.78	11063.44
6	Hisar	81	2228	2636	2277.81	856.95	1368.03
7	Jhajjar	565	563	956.87	221	1052.88	3123.86
8	Jind	26	47	36	16	3.15	82.55
9	Kaithal	0	15	4	0	9.21	0
10	Karnal	74	98.53	205	194.92	847.58	904.21
11	Kurukshetra	35	20	35	1	24.92	35.79
12	Mahendragarh	0	0	0	0	2.88	11.59
13	Mewat	182	311	350	29	266.22	311.81
14	Palwal	26	79	167	0	27.22	325.14
15	Panchkula	76	128.05	203.24	77.73	233.15	350.76
16	Panipat	66	224	335.75	121	176.23	349.19
17	Rewari	149	433.05	218	61.48	485.02	454.44
18	Rohtak	83	114	98	287.1	176.21	212.38
19	Sirsa	15	16	16	22	3	4.51
20	Sonipat	1010	72.12	348.21	311.09	856.15	915.37
21	Yamunanagar	48	134	13	309.03	102.56	283.45
22	NEC/ Not mentioned	10300	20877.23	28680.16	16687.25	20463.05	24325.82
	Grand Total	18,741.00	37,561.58	39,007.06	26,609.39	33,553.25	47,442.95

Source-Author compilation from the National CSR Portal [12]

Table 4 above depicts the CSR spending in each district of Haryana state. Maximum CSR spend was made in Gurugram district in almost each year and next district who attract the attention of Corporates for their CSR

projects was Hisar and then after Jhajjar was getting more CSR spend. Rests of the districts were getting moderate to lower CSR Spend by the companies. In this way CSR in Haryana was studied and analyzed.

6. CONCLUSION

In concluding remarks it can be interpreted that CSR spending is playing prominent role in the growth and development of emerging economies like India. Haryana is amongst the top ten states as far as the CSR spending is concerned. Haryana is a destination where 80 percent of the Fortune 500 corporations are contributing their CSR expenditure. In the fiscal year 2019-20, more than 700 companies spent a total of 474 crore on CSR in Haryana. Every year companies are showing their interest for the CSR and sustainability Projects in Haryana. Government of Haryana is also taking stringent efforts for the transparent and streamlined implementation of CSR projects in the state. Companies are spending meticulously for CSR but still there is a long way to go.

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AUTHOR PROFILE



Mr. Vishal Anand- is M.com, UGC-NET and pursuing Ph.D in commerce from J.V.Jain College, Saharanpur, Chaudhary Charan Singh University, Meerut, Uttar Pradesh. The area of research is “An Analysis of Corporate social responsibility in Indian context.”



Dr. Mukesh Kumar- is M.com, Ph.D and Associate Professor and Dean in J.V.Jain College, Saharanpur, Chaudhary Charan Singh University, Meerut, Uttar Pradesh. He has guided numerous Ph.D and M.Phil students in their Doctoral and M.Phil research.