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Corporate Social Responsibility Initiatives by Indian Companies during Covid-19

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ABSTRACT: In this period of pandemic, the economy and the business are suffering a lot. This deadly virus gives big challenge to the human being and industries as well. To counter this virus various nation has taken various steps. In India, the government apply shutdown, lockdown and night curfew etc. in order to protect the human being from Corona. These steps lead to creating problems to the individual as well as to the industries. Many of the industries are struggling financially as the industries are forced to stop production or forced to work with the half of their workforce in order to maintain the SOP (social distancing) of Covid-19 governed by the Indian government. The impact of Covid-19 is still growing day by day in terms of second wave of the virus spreading all over the world. The individuals, businesses, nations worldwide are start realising the importance of togetherness and supportiveness among each other. They start act according to the critical situation as a result of which the people worldwide are committed to support and cooperate each other in this pandemic filled with fear and uncertainty. The industries are also start realising their responsibility towards the society welfare by doing different CSR activities. As per the companies CSR rules 2014 and schedule vii of companies act 2013, companies (net profit of Rs 5 crore or net worth of Rs 500 crore or turnover of Rs 1000 crore) should spend 2% of their profit towards CSR. In addition to this, to inspire the industries to support the nation in this critical situation, the Indian government said that all the expenditure related to the Covid-19 will be added as the permissible avenues for CSR expenditure on 23rd march 2020. In spite of the financial suffering, the companies are step forward for the support and contributing their helping hand by different means like donations to PM fund, offering healthcare facilities, providing Oxygen cylinder and so on. This study tries to study the CSR initiatives taken by the Indian companies in this pandemic.

KEYWORDS: CSR, pandemic, covid-19, Indian companies etc.

I. INTRODUCTION

“This is not just a public health crisis; it is a crisis that will touch every sector. So, every sector and every individual must be involved in the fights,” quoted by Dr. Tedros Adhanom Ghebreyesus, Director-General of World Health Organization (WHO) (Ducharme, 2020). For the first time on 30th January 2020, covid-19 has been declared as emergency concern for the world by (WHO) World Health Organisation. Since then the world is suffering like anything. So many human lost their lives, individuals are suffering from this virus, all the industries across the world suffers financially as well as production hamper etc. in fact some of the organisations are forced to stop their production totally in order to cope up with the SOP guideline from the different national government. In India, the situation was not so scary in the starting part of this pandemic but as the time goes on, the situations starting deteriorated further, in the second wave or stage of this pandemic the situation in India particularly getting worst. The virus spreading with a greater speed than before even more people around the country are getting suffering more. In this situation, all the human being as well as the industries need to support or cooperate with each other to counter/control this pandemic in our country. This has been observed that so many individual persons start helping the needy or suffered people from the corona by providing food, helping by giving them sanitizers, masks etc. in this regard, Indian government also took so many preventive measures to stop the spreading as well to the most suffered individuals from this pandemic by providing different support financially and physically by supplying free food, masks, sanitizers etc. apart from this the government appealed to the Indian industries for their contribution to the society as a part of their CSR activities by the announcement of the permissible avenues for CSR expenditure on 23rd march 2021. In addition to this, It was informed that, the CSR funds may be spent on different activities related to the preventive activities by providing health care and sanitisation to the people or activities like promoting healthcare or awareness to the people to prevent the spreading of corona virus. In fact, before this government’s announcement, some of the corporate leaders have already started contributing towards fight against the deadly virus by providing the helping hand to the government by contributing to the PM Cares funds, providing the PPE kits to the health workers.

This is seen that this pandemic has affected not only the personal life of the individual but also affects the professional lives of the employees as well as employers throughout the country. The industries are facing financial challenges, even some of the companies are unable to maintain their average profit earning in this pandemic but still they are maintaining their responsibility towards the society through CSR activities. In this paper the researcher wants to focus on the CSR activities of the Indian company towards the Covid-19.

II. RESEARCH METHODOLOGY

In this study, the author used descriptive research. For this the secondary data has been collected from the databases like Google scholar, Pro-quest, Emerald etc to get the published research papers. The author also reviews of the newspapers, government websites, and magazines for the update information in this regard.

III. REVIEW OF LITERATURE

Matt Craven et.al,(2020) explain in their research paper that, the general public battles with the huge impact of Covid and corporate assistance the public authority in arrangement and execution exercises. The associations which have direct relationship with social obligation and their specialists who are working for local area advancement should be on the bleeding edge work assisting with financing and arrangements of any sort. Most of corporate help the local area in type of monetary help yet other corporate likewise utilize monetary and foundation sharing backings.

Baheti, (2020) stating that, some of the Indian companies like Tata, Reliance, Dalmia group and Wipro have contributed towards the production of medical necessities, preparation of masks and other items to help the society in this pandemic.

Dr.J.F. Mary et.al.(2019) in the article examine countless financial backers are unconscious of the happenings inside the organization premises. It is additionally one of the privileges of every partner to realize what's going on inside the reason. This article shows how the corporate administration goes about as a CSR for the general public.

Nidhi (2016) in her paper, she learns about the corporate social obligation in India. The article had featured the significant space of commitment like instruction, country advancement, Youngsters and ladies, social local area government assistance by the financial area in CSR exercises. He infer that the financial business in India is giving due significance to the Social Duty and they attempt to provide food every one of the significant regions to be engaged like wellbeing, instruction, sterilization, and so on.

V.K.Chattu (2015), says that corporate social responsibly is the commitment towards their representatives, society's, networks, and climate. Johnson and Johnson organization engaged with medical care uphold various CSR projects all throughout the planet, particularly pestilence illness HIV/Helps in Africa. The organization working should mindful and treatment of the neighbourhood local area through different gifts and administrations with sponsorship program.

Dr.Sarbpriya et.al. (2012) in their exploration paper on "A Nearby Investigate Corporate Social Duty in India" has zeroed in on the subject of CSR created in the midst of two or three years from straightforward humanitarian exercises to coordinating the premium of the business with that of the networks in which it works. In this paper, they have attempted to include target assessment of the CSR and related strategic approaches with morals that are being embraced by enormous corporate houses in India.

IV. RESEARCH OBJECTIVES

This study is basically focused on these two objectives like:

- To identify the importance of CSR during Covid-19
- To explore the way the Indian industries are responding to wards the covid-19 by their CSR activities.



IV. IMPORTANCE OF CSR DURING PANDEMIC

To release social commitments like providing subjective items at sensible costs, making business openings, creating infrastructural offices and more over local area advancement programs associations are to be given significance in CSR activities. The CSR is an expense Place, yet it gives immaterial advantages like, formation of brand worth and generosity alongside sure standing and expansion in income to the business. In the event of India preceding the compulsory of the Company Act 2013, numerous organizations have drawn in themselves in CSR exercises but then 43% of assets are put away for social commitments by Open Area Endeavours (Thacker, 2019). India is the principal country on the planet which has forced legal commitment of Corporate Social Obligation (CSR). The spending and giving an account of the head of CSR is a required social commitment. The government of India has expressed that CSR isn't a cause and it ought to be spent with no essential advantage and it ought to emphatically affect society. As indicated by the Company Act, 2013 Sec(135), that 2% of normal net benefit of three years would be spent on CSR exercises if the organizations' total assets is INR 5 Bn (\$ 70 Mn) or more, or INR 10 Bn (\$140 Mn) or a greater amount of yearly turnover or INR 50 Mn (\$) at least 699,125 of net benefit. With this the CSR would be converged with the responsibility of India to go about as the Unified Country's Maintainable Improvement Objectives. The practical advancement of the nation is the essential point of CSR (Choudhary, Singh et.al.2020).

Here comes the significance of CSR, which assumed an essential part in the hours of this pandemic, when individuals are attempting their level best to get past the difficult occasions. CSR is a 'automatic plan of action' that infers the techniques of association by an organization with its partners and the overall population everywhere, making a situation of being socially capable. As per section 135 of Company (CSR) Rules, 2014 and schedule VII of companies Act 2013: Each organization with a total assets of Rs 500 crore or more or turnover of Rs 1,000 crore or more or net benefit of Rs 5 crore or really during the quick going before monetary year, should have a CSR council and spend in any event 2% of normal net benefits acquired during three prompt going before monetary years to CSR exercises. In the current time of Coronavirus, the Indian government is stimulating organizations to offer social help. As indicated by a Walk 23, 2020 Service of Corporate Issues roundabout, all uses caused on exercises identified with Coronavirus would be added as allowable roads for CSR use. Assets might be spent for different exercises identified with Coronavirus, under the accompanying things of schedule VII:

- Eradicating hunger
- Poverty
- Malnutrition
- promoting medical services, including preventive medical services
- Sanitation, including commitment to the Swachh Bharat Kosh set up by the Middle for advancing sterilization and making accessible safe drinking water
- Disaster the executives, including help, recovery and recreation exercises

Further, an issued circular (No. 21/2014, dated June 18, 2014) shows that the things in schedule VII are expansive based and might be interpreted generously with the end goal of gifts being made concerning Coronavirus. This declaration from the service was invited by Corporate India. It made a mutually beneficial arrangement for organizations with existing CSR commitment and assets at removal that needed to add to alleviation and meet legal necessities of The Organizations Act simultaneously. The reaction to the public authority's call to help Coronavirus endeavours has been overpowering. Crores have been given to different government reserves. With the declaration by the public authority that any sum gave by organizations on the side of the battle against Coronavirus will qualify as CSR, a lion's share of the organizations either added to the PM CARE fund or on different purposes that added to securing wellbeing and forestalling appetite of the influenced.

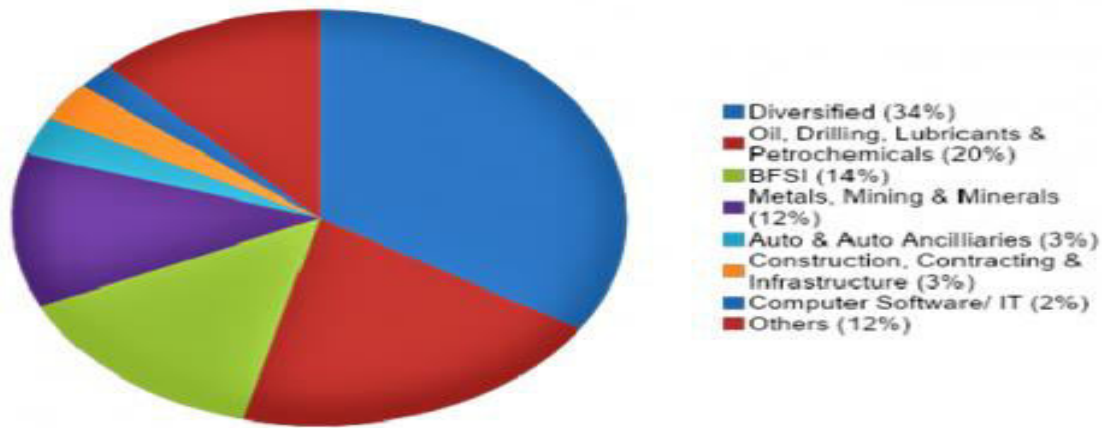
Contributions made by the Indian industries towards Covid-19:

Donation/Pledges to PM CARES fund		
source	Amount donated(in Rs. Crore)	Amount pledged (in Rs. Crore)
Government agencies	4308.3	1250
Private companies, industry bodies, social organisations	5369.6	772.4
Foreing donations		22
Individuals		53.77
TOTAL	9677.9	2098.2

Source: Anoo Bhuyan (2020).



Industrywise COVIDI-19 response (funds committed)



Source: (Bhagyashree Patil, 2020)

Company name	Activities undertaken to counter the covid-19
Adani Foundation	<ul style="list-style-type: none"> ➤ Donated Rs 100 crore to the covid-19 relief fund ➤ Prepared and distributed over 1.2 lakh face mask for the police and health workers ➤ Distributed protection PPE kits to the hospital at Ahmedabad
Ambuja Cement and ACC	<ul style="list-style-type: none"> ➤ Collectively contributed Rs 3.3 crore to three NGOs to help the migrants' workers, homeless peoples, daily wager etc. ➤ Distributed thousands of food packet and ration kits to migrant labourers.
Asian Paints	<ul style="list-style-type: none"> ➤ Contributed Rs. 35 crore to Covid-19 relief fund
Axis Bank	<ul style="list-style-type: none"> ➤ Creates a fund of Rs 100 crore to support government agencies, employees and customers during this covid-19 pandemic
Bajaj Group	<ul style="list-style-type: none"> ➤ Pledges Rs 100 Crore to fight against corona ➤ Supports the local authorities to up gradation of health care infrastructure ➤ Providing food and shelter for the daily wage workers, homeless and street children. ➤ Creating awareness programs on covid-19
Bosch Group	<ul style="list-style-type: none"> ➤ Donated Rs 5 crore to PM CARES fund ➤ Pledged Rs 45 crore for welfare activities
Coal India Ltd.	<ul style="list-style-type: none"> ➤ Contributed Rs. 221 crore to the PM CARES fund
Coca-Cola	<ul style="list-style-type: none"> ➤ Committed to help of Rs 100 crore to the healthcare system ➤ Providing dry rations, PPE kits, emergency medical funds
Dalmia Bharat Group	<ul style="list-style-type: none"> ➤ Pledged of Rs 25 crore to the PM CARES fund
DMart	<ul style="list-style-type: none"> ➤ Donated Rs 100 crore to PM CARES fund ➤ Contributed Rs 55 crore to various state relief funds
Dr Lal Path Labs	<ul style="list-style-type: none"> ➤ Contributed Rs 1 crore to the PM CARES fund ➤ Facilitate more than 200 satellite labs, 2500 collection centre and 6400 direct pickup points for testing and collecting samples throughout the country.
Godrej Group	<ul style="list-style-type: none"> ➤ Earmarks Rs 50 crore to fight covid-19 ➤ Donated Rs 5 crore to the municipal corporation for buying the medical equipment's and protective supplies ➤ Donated 115 hospital beds in government hospitals ➤ Also helped to setup the 75 bed quarantine centre at andheri. ➤ Multichannel campaign to promote awareness regarding hand washing,



	wearing masks and public health.
Honda India Foundation	➤ Pledge Rs 11 crore toward Covid-19 relief
HUL	<ul style="list-style-type: none"> ➤ Pledges Rs 100 crore to fight against covid-19 ➤ Cut down its prices on the sanitise and hand wash products by 15% ➤ Will to donate R10 crores to upgrade the healthcare system at hospitals.
ICICI Group	<ul style="list-style-type: none"> ➤ Pledge to contribute Rs 80 crore to PM CARES fund ➤ Pledge to contribute Rs 20 crore to the state government and local authorities ➤ Provided Rs 2.13 lakh surgical masks, 40000 N95 masks, 20000 litres sanitizer, 16000 gloves, 5300 PPE kit, ➤ Also provides 50 thermal scanners and 3 ventilators to various hospitals ➤ Helps the governments by collecting the donations digitally.
Infosys	<ul style="list-style-type: none"> ➤ Launched a 100 room quarantine facility in Bengaluru ➤ Announced its contribution of Rs 100 crore to PM CARES fund
ITC	➤ Setting up a fund of Rs 150 crore to address the challenges of covid-19
Jindal steels and power	➤ Providing about 500 metric tonnes of liquid oxygen to the needy hospital of the state and country
JSW Group	<ul style="list-style-type: none"> ➤ Committed to donate Rs 100 crore to PM CARES fund ➤ Facilitates the local people belongs to the communities around the JSW group by provided essentials
Kotak Mahindra	<ul style="list-style-type: none"> ➤ Donates Rs 25 crores to PM CARES fund ➤ Donates Rs 10 crores to the chief ministers relief fund
L & T	<ul style="list-style-type: none"> ➤ Pledge Rs 150 crore to covid-relief fund ➤ Support about 160000 contract labourers by paying their wages during lockdown for this it spends about Rs 500 Crore per month. ➤ Providing healthcare equipment's to the hospitals ➤ Providing its training schools for isolation centres ➤ Installed different smart technologies in over 20 cities ➤ 24X7 ambulances facilities
Mankind Pharma	<ul style="list-style-type: none"> ➤ Donated Rs 51 crore to CM relief fund ➤ Donated ventilators, PPE kits and medicines to the Hospitals of the state.
Marico and ATE Chandra Foundation	➤ Launched a national level hunt for innovative solutions to the healthcare challenges of covid-19 with a prize of Rs 2.5 Crore
MG Motors	➤ Pledges Rs 2 crore for the state authority for fight against covid-19
MSTC Limited	<ul style="list-style-type: none"> ➤ Made announcement to contribute Rs 5 crore to PM fund ➤ Also contributed of Rs 54 lakh from the CSR fund towards war against covid-19.
NSE	➤ Contributed Rs 26 Crore to the PM CARES fund
NBFC Power Finance Corporation	<ul style="list-style-type: none"> ➤ Pledged to contribute Rs 200 Crore to the PM CARES fund ➤ Agreed to give financial assistance to Indian red cross society in Rajasthan for the distribution of health welfare activities of Rs 50 lakh.
ONGC	➤ Contributed Rs 300 Crore to PM CARES fund
Piramal Group	➤ Pledged Rs 25 crore to the PMs citizen assistance and relief fund
ReNew Power	<ul style="list-style-type: none"> ➤ Contributed Rs 20 crore towards PM CARES fund ➤ Committed to contribute Rs 10 crore to the chief ministers relief fund in various states. ➤ Working across around 140 villages to help by providing ration and hygiene kits ➤ Adopted a village in Haryana of 350 households to provide all the necessities in covid-19.
Reliance Industries	<ul style="list-style-type: none"> ➤ Donated Rs 500 crore towards PM CARES fund ➤ Also provides Rs 5 crore to the state governments of Maharashtra and Gujarat ➤ Facilitate 100 bedded covid hospital in Mumbai ➤ Manufacturing 1lakh face masks per day



	<ul style="list-style-type: none"> ➤ 50 lakhs free meals distributed to the needy and free fuel to emergency vehicles carrying covid-19 positive patients. ➤ Supplying over 700 metric ton liquid oxygen per day to the state of Maharashtra and Gujarat and MP
SBI	<ul style="list-style-type: none"> ➤ Committed Rs. 30 Crore to implement various health measures for Covid-19 ➤ Distributed ventilators and personal protective equipments to different hospitals across the country. ➤ Supply 10000 cooked meals daily at their four centres of country
TATA Group of companies	<ul style="list-style-type: none"> ➤ Pledged Rs 1500 crore for combating covid-19 ➤ Supplying 700 tons of liquid oxygen cylinders to help the medicals for the covid-19 patients
Tik Tok	<ul style="list-style-type: none"> ➤ Donated R100 crore towards Covid-19 fund ➤ Also donated Rs 4 lakh towards medical suits and masks
TVS motor Company	<ul style="list-style-type: none"> ➤ Pledged Rs 30 crore to the Covid-19 fund ➤ Supplied supportive equipment's to the health works and police officers ➤ Supplied 10 tractors fitted with the disinfectant sprays and absorb 30 employees to the municipal corporation for spray and sanitise the city ➤ Manufactured and distributed about 1 million face masks
UPL Ltd.	<ul style="list-style-type: none"> ➤ Pledged Rs 75 Crore to the fund ➤ Also providing large nos. of PPE kits to the healthcare workers. ➤ Provided the helping hand to make necessary arrangement to operate the Quarantine centres. ➤ Provides 200 modern mechanical sprayings machines ➤ Also provides their 225 staff members to assisting the local administrations by providing their services to disinfectant spraying at public and private spaces.
Vedanta	<ul style="list-style-type: none"> ➤ Contributed Rs 101 crores towards PM fund. ➤ Pledged of Rs 100 crore towards the same purpose.
Wipro Ltd.	<ul style="list-style-type: none"> ➤ All the enterprises of Wipro combined pledged Rs 1125 crore towards covid-19 fund
Zomato	<ul style="list-style-type: none"> ➤ Partnership with the NGOs to distribute the meal parcels ➤ Set up fund of Rs 6 crore to support the families of daily wage workers in the absence of employment opportunities.

From the above list, it shows the name of the companies and their contribution towards the PM CARES fund and other activities shows that the Indian corporate world is standing tall with the nation at the time of crisis and covid-19. The CSR activities of the companies really help not only the company but also to the society, state and nation as well. Definitely with this helping stand by the industry, the government, the society is going to win the battle with the deadly virus called Covid-19 soon.

V. LIMITATION OF THE STUDY

The following are the limitation of the study

- The study has been conducted based on secondary data.
- The finding of the study may not exactly reflect the current position.

VI. CONCLUSION

This Covid-19 has brought such a situation where in all the individuals, organisations and authorities need to take their own responsibility towards own health care, society's, states and nations as well. This pandemic really teaches the world that the cooperation and support is always very important to make a sustainable society or a nation success. This virus pushed entire corporate world to take the leading step in order to bring safety to the employees, running the works and operations effectively and respond to the change in the environment effectively. In this study, it has been evident that how the efforts of the industries have been towards solve the national problem and serve the needy people in the society as their part of CSR. All the industries have taken different efforts to keep their employees safe and protected



in this pandemic as well as maintain all the guidelines laid by the central and state government time to time to help the government battle against the deadly virus. The effects of Covid-19 have given an unprecedented stress test for the CSR activities for the organisations. As it is known that every crisis brings risks as well as opportunity. This Covid-19 though creates a tuff time in front of everybody in the world particularly industries but at the same time it creates an opportunity for the organisations in India to make good use of this opportunity by implementing some strategies to help the people as well as society. By this strategy they can create a good impression on the public which leads to increase their goodwill and can earn the trust of the people and government as well. It has been seen that most of the companies has contributed mostly on healthcare, towards the socio-economic concerns, helping the people around them in this crisis. The simple lesson we can learn from this study that CSR activities can be treated as a powerful weapon against this Covid-19 crisis.

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