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## Corporate Social Responsibility Practices Of Selected Steel Companies In India

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**Abstract :** The present study attempt to examine the CSR practices in selected steel companies of India and objective of the paper to the study holistic view of CSR activities of selected steel complains in India. Under the study total 23 sector are considered out of which companies are doing investment.

Three companies are selected on the basis of turnover. Study period is selected from the year 2013-14 to 2017-18. Data extracted from annual reports of the companies. The study found that all three companies (TATA STEEL Ltd., JSW Ltd., JINDAL STAINLSS STEEL Ltd.) are invest in healthcare ,environment, education, rural development and women empowerment sector under CSR .In addition to above TATA STEEL ltd. also invest in the employability, eradicating hunger, poverty, ethnicity, livelihood sectors. JSW Ltd. Also invest in the addressing social inequalities, swatch bhart abhiyan and PM relief fund. JINDAL STAINLESS Ltd. also invest in the agriculture development, animal welfare sector under CSR activity.

**Index Terms - CSR, Holistic View, Steel Companies, Turnover, PM relief fund, Swatch Bhart.**

### I. INTRODUCTION

Corporate Social Responsibility (CSR) is a concept that suggests that it is the responsibility of the corporations operating within society to contribute towards economic, social and environmental development that creates positive impact on society at large level (fiinnovation, 2017).Corporate social responsibility is a theory whereby companies put together social and environmental concerns in their business operation and their dealings with their stakeholders on a voluntary basis. In the concept of introducing Corporate Social Responsibility, the decision, activity and functions of the practitioner are taken at least to some extent beyond the firm's direct economic or technical interest. In other words, they are obliged to practice those policies to make those policies and follow the lines of action and efforts that are beneficial in the provisions of values and objectives of our society.(Research gate, 2014).Sustainable improvement is a procedure of achieving human enhancement in awide-ranging, associated, unbiased, careful and secure manner. Sustainable enterprise refers to the contribution of goods and products in society, which are useful and beneficial together for economic, social and environmental perspective in terms of corporate social responsibility. (investopedia, 2019).Corporate social responsibility mentions that dealing fair and equitable with employees, working with ethics and honesty, the importance of self-respect and human rights, advancing the environment, taking care of the neighbors in the local community, and working together with the stakeholders To set up suitable systems and policies. Check, estimate and report the level of accountability of the company (www.pwc.in, 2013).

### CURRENT SCENARIO

Resource Management and Pollution Control Prioritized the health and safety of the workers, underlined consumer interests addressed the social needs of the host communities, the environment created a reputation for trust partnership, international laws, protocols and guidelines with non-government organizations.

According to the World Business Council for Sustainable Development, commitment to CSR and activities related to the following are:

- Corporate governance and ethics
- Health and safety
- Environmental stewardship
- Human right
- Human resource management
- Society contribution, growth and investment.
- Participation and respect for creative people
- Corporate humanity and worker volunteering
- Anti-corruption and justice full actions

- Answerability, intelligibility evaluation report

### CSR ACTIVITIES

The policy assumes that corporate social responsibility is not just fulfillment; it is a promise to support this initiative, which clearly improves the lives of the underdogs of one or more focus areas, such as Section 135 of the Companies Act 135 Notified and Companies (Corporate Social Responsibility) Rules

Eradicate hunger, poverty & malnutrition, promoting defensive health care & hygiene & making available safe drinking water and promoting education, employment, promoting gender equality, empowering women, other facilities for backward groups. Reducing child humanity and improving health by providing hospital good facilities and low cost medicines. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, contribution to animal welfare, educational institutions or money, which are approved by the Central Government (finance.bih.nic.in, 2019)

**Table 1.1** top 13 steel companies on the basis of turnover of F.Y. 2017-18  
(Source: capitaline)

| Serial no. | Company name                 | Turnover (in cr.) |
|------------|------------------------------|-------------------|
| 1          | TATA STEEL Ltd.              | 68923.36          |
| 2          | JSW STEEL Ltd.               | 64975.00          |
| 3          | SAIL(GOVT COMPANY)           | 57558.46          |
| 4          | ESSAR STEEL                  | 25164.17          |
| 5          | TATA STEEL BSL               | 19860.12          |
| 6          | RASTRIYA ISPAT(GOVT COMPANY) | 11141.18          |
| 7          | JINDAL STAIN                 | 10784.55          |
| 8          | JINDAL STAIN HI              | 9258.67           |
| 9          | BHUSHAN POWER                | 7938.38           |
| 10         | JINDAL SAW                   | 7281.55           |
| 11         | ELECTROTHERM                 | 2734.52           |
| 12         | UTTAM GALVA                  | 556.44            |
| 13         | VISVEVA .IRON                | 191.18            |

Table 1.1 shows the top 13 steel companies on the basis turnover of F.Y. 2017-18

Three companies are selected, Tata steel limited, JSW, and Jindal stainless steel limited. Tata steel limited and JSW are selected on the basis of higher turnover and third company Jindal stainless steel limited is selected due to availability of data.

#### Introduction of Tata steel limited

Tata Steel Ltd was incorporated in the year 1907 with the name Tata Iron & Steel Company Ltd. In the year 1911, the company commenced the operations of the first Blast Furnace or the 'A' Blast Furnace. In December 2, 1911, the first collieries were obtained and the first cast of pig iron was produced. In the year 1912, the first ingot of steel rolled out of the Sakchi Plant and in October 1912, the Bar Mills started their commercial production. Also, the B Blast Furnace became operational during the year. In the year 1918, India's first steel (coke) plant was established in Jamshedpur.

Tata Steel is one of the world's largest steel companies with a steel production capacity of approximately 27.5 million tons per annum (MnTPA) as on 31 March 2017. The company is a diversified steel producer with major operations in India, Europe and South East Asia. The company has manufacturing units in 26 countries and a commercial presence in over 50 countries. Tata Steel is the second largest steel producer in Europe with a crude steel production capacity of over 12.1 million tons per annum.

#### 1.11 INTRODUCTION OF JSW

JSW Steel Ltd, the flagship company of the JSW Group, is an integrated steel manufacturer in India with an installed steel-making capacity of 18 million tonnes per annum (MTPA). The company offers the entire gamut of steel products - Hot Rolled, Cold Rolled, Galvanized, Galvalume, Pre-painted Galvanised, Pre-painted Galvalume, TMT Rebars, Wire Rods & Special Steel Bars, Rounds & Blooms. They have manufacturing facilities at Vijayanagar in Karnataka, Dolvi, Vasind, Kalmeshwar, Tarapur in Maharashtra, Salem in Tamil Nadu and Texas in USA. JSW Steel's plant at Vijayanagar in Karnataka, is the largest single location steel producing facility in the country with a capacity of 12 MTPA. JSW Steel is part of US \$15 billion O.P.Jindal Group.

JSW Steel Ltd was originally incorporated as Jindal Vijayanagar Steel Ltd on March 15, 1994. During the year, the company entered into a technical arrangement with Voest Alpine Industrieanlagenbau (VAI), for technical details with respect to productivity, iron ore technical details etc. The company set up two joint venture companies namely Jindal Tractebel Power Company Ltd and Jindal Praxair Oxygen Co (P) Ltd for supply of power of 2 x 130 MW of power and supply of Oxygen respectively.

## 1.12 INTRODUCTION OF JINDAL STAINLESS STEEL LIMITED

Jindal Stainless Limited is an ISO: 9001, ISO: 14001 and OHSAS 18001 certified company, is the flagship company of the Jindal Organization. The Company today, has come a long way from its incorporation in 29th September of the year 1980 as Jindal Ceramics Limited. The Company is India's largest stainless steel manufacturer with integrated melting, hot rolling and cold rolling facilities. The company produce standard and specialty stainless steel, in each of the 200, 300 and 400 series grades, for Kitenware, commercial and industrial applications. The company manufactures and sells a broad range of stainless steel flat products including slabs, blooms, flat bars, hot rolled and cold rolled coils, plates and sheets and special products including, precision strips and coin blanks. The Company's plants are situated in Haryana, Andhra Pradesh and Orissa. Jindal Stainless is the fully integrated manufacturer of International standard Stainless Steel flat products in Austenitic, Ferritic and Martensitic grades; the company has strong export markets in over 40 countries including US, Europe, Middle-East and South Asian countries.

| YEAR & AUTHOR(S)                          | TITTLE                                                                                             | PUBLICATI ON                                                         | OBJECTIVE                                                                                                               | METHDOLOGY                                                                                                                                                     | FINDING                                                                                                                                                                                                                                                           |
|-------------------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Dr. Reena Shyam(2016)                     | An analysis of corporate social responsibility in India                                            | International journal research of Granthaalaya h                     | Study was to analyze the development Understanding the policies governing CSR and its changing trends and CSR in India. | Performed exploratory research in this study. Which was based on secondary data source Magazines, magazines, articles, newspapers and media                    | CSR is understood as the convergence of various initiatives aimed at ensuring socio-economic development of the community.                                                                                                                                        |
| Abhishek Gon ,Cristina Mititelu(2016)     | CSR Practices in Leading Indian Banks                                                              | Accountabilit y and Social Responsibility: International perspective | To conducts the conceptual development mobility, eliminates of the CSR                                                  | Analysis was supported by a comparative many case study analysis on three major public banks: State Bank of India (SBI), Bank, Baroda and Punjab National Bank | The findings show that banks are being looked at in the direction of adopting social banking rules.                                                                                                                                                               |
| MahabirNarwal, Rajinder Singh(2013)       | Corporate social responsibility practices in India: a comparative study of MNCs and Indian company | Social Responsibility Journal                                        | The objective of this letter was to find out the different areas of CSR covered by companies in India companies.        | In this study used comparative analysis of such practices of Indian companies and multi national.companie s working in India.                                  | Indian companies and multinational companies had little difference in the CSR practices and it was in the context of the importance concentrated areas of CSR.                                                                                                    |
| PlankenCatherin e, SubratSahu (2013)      | CSR across the globe: Dutch and Indian consumers' responses to CSR                                 | International Journal of Organization al Analysis                    | Investigate consumer responses to CSR in a developed and emerging economy (The Netherlands and India).                  | In this study used survey of 95 consumers in each country was destroyed. This was a discreet study, which was limited to highly educated consumers             | For the CSR platforms and CSR initiatives both in the study, the same approach to nationalities was found, CSR was assigned to some degree, rather than legal and moral (altruistic) concerns, to some extent different CSR variation based cultural differences. |
| Shiv Nath Sinha, TusharChaudhari , (2018) | Impact of CSR on learning outcomes: Management of                                                  | An International Journal                                             | Examining the effect of the CSR initiative of ITC Ltd on the results of primary school student learning                 | The data collected from the rural areas of Mysore in Pune and Maharashtra State in Karnataka State of India.                                                   | The results of the study clearly outline the impact of the firm's CSR activities on the stakeholders, and mainly on the outcome of learning of primary school students, concludes the                                                                             |

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|                                                   | Environmental Quality                                                                                                |                                                  | especially on stakeholders.                                                                                                                                                                                                                                               | Primary data was used. T- test used.                                                                                                                                                                                                                                                                                                                    | significant impact of the CSR on the stake holder.                                                                                                                                                                                                                                                                                 |
| <u>Varun Elembilassery, L. Gurunathan,</u> (2018) | Mandated CSR and mode of implementation: the Indian context                                                          | Social Responsibility Journal                    | To find out the theoretically available CSR literature and to evaluate the CSR implementation in India empirically                                                                                                                                                        | Analysis of qualitative data, with the functional leaders of nine Indian firms, was obtained through in-depth interview using semi-structured questionnaire.                                                                                                                                                                                            | This study offers five proposals on the justification and characteristics of two major CSR implementation modes. Recommendations for further research on the foundation of corporate (CSR) in India were given                                                                                                                     |
| Richa Chaudhary (2017)                            | Corporate social responsibility and employee engagement: can CSR help in redressing the engagement gap.              | Social Responsibility Journal                    | To examine the effectiveness of employees' corporate social responsibility (CSR) level of their engagement at the workplace. In addition, the study looks at the contingency of relationship by proposing and testing gender as a moderator of the proposed relationship. | The sample of the study included 187 professional professionals of public and private sector manufacturing and service companies. The study uses a non-experimental correlated field study design. Using snowball sampling, data was collected through the help of self-administered questionnaire through organizations. And used regression analysis. | The outcome of the study clearly underscores the ability of the firm to participate in CSR activities in affecting employee's attitude and behaviour. However, the findings of the study failed to show any significant impact of interaction between CSR and gender on employee findings.                                         |
| Ratna AchutaPaluri, Saloni Mehra (2018)           | Influence of bank's corporate social responsibility (CSR) initiatives on consumer attitude and satisfaction in India | Benchmarking: An International Journal           | To get an understanding of the consumer perceptions of the CSR activities of the banks in which the consumers want their bank to take the CSR initiative and whether these assumptions will affect their attitude towards the bank                                        | Research was conducted in the city of Nashik, India during June–October 2015.                                                                                                                                                                                                                                                                           | The consumer's perception of the involvement of the bank in CSR activities was moderate, which indicates that banks need to increase their communication about the CSR initiatives they had made. The results of the study show that consumer perceptions of CSR activities of the bank influenced their attitude and satisfaction |
| Jorge A. Arevalo, Deepa Aravind (2011)            | Corporate social responsibility practices in India: approach, drivers, and barriers                                  | The international journal of business in society | Studies show how to explain corporate social responsibility (CSR) in India. Focusing on four commonly known approaches: Ethical, statistical, moderate and stakeholder approach, paper wants to examine the drivers and obstacles reported                                | Representing the various types of industry sectors, currently the top managers level samples of companies engaged in the CSR initiative were surveyed.                                                                                                                                                                                                  | It had been found in the study that the CSR approach, which was the most favourable of Indian firms, was the stakeholder approach and that the care or ethical motives for the purpose of strategic or profit are important drivers for Indian firms to pursue CSR                                                                 |

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|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                   |                                                                                                           |                               | to implement CSR practices.                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                        |
| <u>Vishal Vyas, Sonika Raitani</u> (2015)         | An examination of linkages between CSR and cross-buying                                                   | Social Responsibility Journal | Identifying the effect of CSR on cross-purchase intentions through the quality of corporate reputation and relationships                                                                                                                                                                                                       | In study taken sample of 347 public and private bank customers in the Rajasthan region. The data was collected used a structured questionnaire and the structural equation was analyzed through the model  | Corporate reputation and relationship quality both play an intermediary role in the relationship between CSR and cross-bidding intentions.                                                                                                                                                             |
| <u>Mahabir Narwal, Rajinder Singh</u> (2013)      | Corporate social responsibility practices in India: a comparative study of MNCs and Indian companies      | Social Responsibility Journal | To explore different areas of CSR covered by companies in India and compare the Indian companies and practices of multinationals working in India.                                                                                                                                                                             | The study included 38 companies, including 18 companies and 20 MNCs from 18 countries working in India in various industries. The data generated thus was done with the help of ANOVA and factor analysis. | There was a slight difference in CSR practices of Indian companies and MNCs and it was in the context of the importance centred areas of CSR. Companies were adopting CSR practices for environmental marketing, sustainable development, local community support and transparency and accountability. |
| <u>Priyanka Aggarwal, Ajay Kumar Singh</u> (2018) | CSR and sustainability reporting practices in India: an in-depth content analysis of top-listed companies | Social responsibility journal | The study was widely used to analyze stability reporting (SR) practices in terms of corporate social responsibility (CSR) and disclosure volumes and quality of Indian companies and to investigate differences in SR practices by SR dimension, industry, proprietary structure, and firm size was focused. And profitability | Data from the annual report of 60 top-listed companies in India Business Responsibility Report (BRR) CSR Stability Report was collected                                                                    | SR quality was found to be significantly lower than SR Apart from that, there was a marked difference based on the dimension category, industry-type and firm-size proprietary structure in SR practice                                                                                                |
| <u>Sudepta Pradhan</u> (2018)                     | Role of CSR in the consumer decision making process – The case of India                                   | Social Responsibility Journal | Studies were meant to capture the process of decision making of one of the key stakeholders, i.e., while shopping with socially firms.                                                                                                                                                                                         | This study uses an exploratory approach A total of 60 respondents were interviewed, and their reactions were broadcast. Evaluating the CSR initiative was a complex, logical and structured process where  | Conclusions support the concept of validity theory, because most respondents believed that it was the duty of a firm to given it back to society                                                                                                                                                       |

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|                                                    |                                                                                |                                        |                                                                                                                                                                                                                                                      | consumers consider factors that were valuable to them                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <u>Aruna Das Gupta, Ananda Das Gupta</u> (2008)    | Corporate social responsibility in India: towards a sane society               | Social Responsibility Journal          | Paper wants to confirm that Indian corporate were already working on the guidelines of Global Compact                                                                                                                                                | The approach with sufficient scope for application was theoretical                                                                                                                                                             | It had been found that it should be realized that the real CSR leadership was not only keeping his own house in line but he was advocating the right conditions to reward responsible circumstances.                                                                                                                                                                                                                                        |
| <u>Manisha Saxena, Dharmesh K. Mishra</u> . (2017) | CSR perception: a global opportunity in management education                   | Industrial and Commercial Training,    | Studies are considered a relationship between corporate social responsibility (CSR) and corporate effectiveness                                                                                                                                      | In this paper studies done practitioners and used a survey method for data collection amongst students in India and Mauritius.                                                                                                 | CSR and CE investigate the differences between profitability, long-term success and short-term success among different student groups                                                                                                                                                                                                                                                                                                       |
| <u>Richa Chaudhary</u> , (2017)                    | CSR and turnover intentions: examining the underlying psychological mechanisms | Social Responsibility Journal          | To investigate the impact of corporate social responsibility (CSR) perceptions of employees on their turnover intentions. It tries to understand the underlying psychological mechanism by proposing and testing mediation and moderation hypotheses | The data and data collected through organizations and Internet-based questionnaires were collected through the help of self-administered questionnaire. Hierarchical regression analysis was used to test the study hypothesis | In the study, the role of the employee has been shown to understand the ability of the participation of a firm in CSR activities in affecting the attitude of the employee and behaviour of the work. Interestingly, significant gender differences were observed in the proposed set of relationships. The importance of CSR and CSR awareness was also found to significantly reduce the relationship between CSR and turnover intentions |
| <u>Praveen Goyal, Divesh Kumar</u> (2017)          | Modelling the CSR barriers in manufacturing industries                         | Benchmarking: An International Journal | To identify and rank the various barriers of the CSR implementation in Indian manufacturing companies.                                                                                                                                               | The study was done used. An Explanatory Structural Modelling (ISM) approach to analyze the interaction between various barriers to corporate social responsibility (CSR) implementation in manufacturing companies.            | Study lack of money towards CSR and consumer's inactive attitude were major obstacles in the implementation of CSR in Indian manufacturing companies. On the other hand, lack of knowledge about top management commitments, lack of knowledge about CSR and lack of skills for CSR implementation were such obstacles which are due to the time and investment required for consumer's passive attitude.                                   |

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| <u>Mohit Tyagi, Pradeep Kumar, Dinesh Kumar, (2015)</u>                                    | Analyzing CSR issues for supply chain performance system using preference rating approach      | Journal of Manufacturing Technology Management  | The purpose of this letter was to identify important corporate social responsibility (CSR) issues and to analyze the interaction between them to improve the organization's supply chain performance (SCP) system. | A preference rating approach (synthesized in Company Priority Rating (CPR) and Company Satisfaction Assessment (CSA) approach) has been used.                                                          | The findings of current research give an idea about the importance of CSR issues, on the basis of which, the manager can make decisions, which provides more important and the CSR references to improve the organization's SCP effectively and efficiently. Can helped in making decisions and strategies.                                                                                                                                                                                                                                  |
| <u>Anirudh Agrawal, Sreevas Sahasranamam, (2016)</u>                                       | Corporate social entrepreneurs hip in India                                                    | South Asian Journal of Global Business Research | The purpose of that letter was to analyze how corporate make social and economic value through corporate social entrepreneurial activities                                                                         | This paper employs several case study approaches. Selected cases cover companies that had clear corporate social enterprise model in their operations and address different prevalent social problems. | The authors found that CSE offers implicit and clear strategic benefits to companies. Based on the findings the authors offer an integrated model of CSE. As all the cases arise from India, the authors cannot dismiss the possibility that conclusions were only valid for a fixed institutional socio-economic context.                                                                                                                                                                                                                   |
| <u>Suwendu Kr. Pratihari, Shiguftha Hena Uzma, (2018)</u>                                  | Corporate social identity: an analysis of the Indian banking sector.                           | International Journal of Bank Marketing         | The purpose of this letter was to report on the priority of various corporate social identities (CSI) to support corporate branding process by banking sectors in India.                                           | The weighted average method of priority, simplicity and simple linear regression methods was used to examine and discuss the objectives of the study                                                   | The result shows that public sector banks give top priority to CSR initiatives related to the community, after which the environment and the client come among others while private sector banks insist on customers because their environment and the community's top priority was. The overall score given top priority to environmental-related initiatives, which follows the customer, staff, community and suppliers. Third, research indicates that the relationship between CSI disclosures and profitability in India is important. |
| <u>Som Sekhar Bhattacharyya, Aridity Sahay, Ashok Pratap Arora, Abha Chaturvedi (2008)</u> | A toolkit for designing firm level strategic corporate social responsibility (CSR) initiatives | Social Responsibility Journal                   | Try to develop a framework that will help managers design firm-level Corporate Social Responsibility (CSR) initiative, which can be strategic interest for an organism.                                            | Based on the three stakeholder characteristics of power, validity and urgency, the article begins by identifying the key stakeholders of a firm                                                        | The CSR initiative calls for the discontinuance of the strong resources. Resources were rare and valuable. The manager can design CSR initiatives in many ways. But the real challenge for managers was to design CSR strategy in such a way that it can help solve a social issue and also provide many business benefits to the organization.                                                                                                                                                                                              |
| <u>Sudhir C. Das (2013)</u>                                                                | Corporate social reporting and human resource disclosures: experiences from insurance          | Social Responsibility Journal                   | To optimize the extent to which Indian insurers identify areas of socially responsible reporting practices, human resources disclosure and                                                                         | The study had adopted longitudinal design and has analyzed qualitative data using material analysis in India's 26 insurance companies in the                                                           | It was found in the study that non-life insurance companies disclosed much less social information than life insurance companies. Studies also show that public life insurance companies disclosed much more social information than other life insurance companies.                                                                                                                                                                                                                                                                         |

|                                                                                                          |                                                                                                             |                                                      |                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                          | companies in India                                                                                          |                                                      | corporate social reporting and human resources disclosure.                                                                                      | annual report. Then the validity principle was tested.                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                        |
| <u>Hardeep Chahal</u> ,<br><u>Sanjay Mishra</u> ,<br><u>Swati Raina</u> ,<br><u>Tarun Soni</u><br>(2014) | A comprehensive model of business social responsibility (BSR) for small scale enterprises in Indian context | Journal of Small Business and Enterprise Development | Develop a comprehensive model of Business Social Responsibility (BSR) for Small Scale Enterprises (SSE) in Indian context.                      | Data collected from 156 SSE owners managers using the Snowball sampling method, which operated in three industrial properties: Bari Brahmna, Gangaial and Digiana, Jammu, North India Three-step process based on exploratory factor analysis (EFA), item reliability analysis and confirmation factor analysis (CFA) was done to establish multi-dimensionality of the BSR scale. | Empirical results identify five BSR dimensions in SSE - local communities, employees, environment, suppliers and customers                                                                                                                                                                                             |
| Rohini,,<br>Mahadevappa,<br>(2010)                                                                       | Social responsibility of hospitals: an Indian context                                                       | Social Responsibility Journal                        | The purpose of this letter was to find out the perceived responsibilities of society for the benefit of hospitals in Bangalore, India, not five | The method used was qualitative design with some quantitative elements. Data was collected through the survey of 79 physicians and 104 managers and other stakeholders of hospitals                                                                                                                                                                                                | Hospitals should take into account the social, cultural and financial characteristics of the patients while fulfilling their social obligations. To improve the CSR activities of hospitals, need for training, environmental impact audit and incentives for employees to join local voluntary organizations          |
| Sharma AK,<br><u>Balvir Talwar</u><br>(2005)                                                             | Corporate social responsibility : modern vis-à-vis Vedic approach                                           | Measuring Business Excellence                        | Focusing on Corporate Social Responsibility (CSR), which had become increasingly important in the modern era                                    | There were conceptual discussion and approach was used.                                                                                                                                                                                                                                                                                                                            | CSR incorporates many types of concerns in the business as a routine action for the protection and security of the ethical values, the welfare of the society, and the awareness of the natural and created environment, to solve the problems faced by the society. can do. CSR is an integral part of Vedic approach |

### RESEARCH GAP

There are few studies on corporate social responsibility practices in Indian steel industry. This research is entitled to fill this gap. From above the literature review no study has been conducted for the period of 2013-14 to 2017-18 on corporate social responsibility practices in steel industry.



**Research Methodology****OBJECTIVE OF STUDY**

To study the holistic view of CSR activities of selected steel companies in India.

**SAMPLE SELECTION**

Three companies are taken on the basis of turnover of F.Y. 2017-18. Companies are- Tata Steel Limited, Jindal South west steel limited and Jindal Stainless steel limited

**STUDY PERIOD**

Five years study periods are taken from the (2013-14 to 2017-18)

**SOURCE OF DATA**

Data has been collected from the annual report of the company and Capitaline

**Data analysis and interpretation****Table 4.1 CSR spending by TATA STEEL Ltd during the year from 2013- 14 to 2017-18**

| TATA STEEL Ltd. Company                   | Financial year | Financial year | Financial year | Financial year | Financial year |
|-------------------------------------------|----------------|----------------|----------------|----------------|----------------|
| Name of sector in which spending          | 2013-2014      | 2014-2015      | 2015-2016      | 2016-2017      | 2017-2018      |
| Employability Enhancing Skill Development | ✓              | ✓              | ☒              | ☒              | ✓              |
| Promoting Education                       | ✓              | ✓              | ✓              | ✓              | ✓              |
| Eradicating Hunger and poverty            | ✓              | ✓              | ☒              | ☒              | ✓              |
| Rural development projects                | ✓              | ✓              | ✓              | ✓              | ✓              |
| Health and education                      | ✓              | ✓              | ✓              | ✓              | ✓              |
| Safe drink water                          | ✓              | ✓              | ✓              | ✓              | ✓              |
| Ensuring environmental sustainability     | ✓              | ✓              | ✓              | ✓              | ✓              |
| Livelihood                                | ✓              | ✓              | ✓              | ✓              | ✓              |
| Ethnicity                                 | ✓              | ✓              | ✓              | ✓              | ☒              |
| Sports                                    | ✓              | ✓              | ✓              | ✓              | ☒              |
| Rural & Urban Infrastructure Development  | ✓              | ✓              | ✓              | ✓              | ☒              |
| National heritage and handicraft          | ☒              | ☒              | ✓              | ✓              | ☒              |

**Table 4.1 shows the** CSR spending by the TATA STEEL LTD. Promoting Education, Rural development projects, Health and education, safe drink water, Ensuring environmental sustainability, Livelihood five F.Y 2013 to 2018. In the sector Employability Enhancing Skill Development, Eradicating Hunger and poverty, company spending under car three year 2013 to 2015 and 2017 to 2018.( except F.Y 2015to 2017 ). In the sector Ethnicity, sports, Rural & Urban Infrastructure Development company spending four year from F.Y 2013 to 2017 not only one F.Y 2017to 2018. In National heritage and handicraft sector only two F.Y 2015-2016and 2016 to 2017 company was did the investment (2013 to 2015 and 2017 to 2018 F.Y not any expenditure was doing by company.

**Table 4.2 CSR spending by JSW STEEL Ltd during the year from 2013- 14 to 2017-18**

| JSW Ltd. Company                 | Financial year | Financial year | Financial year | Financial year | Financial year |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|
| Name of sector in which spending | 2013-2014      | 2014-2015      | 2015-2016      | 2016-2017      | 2017-2018      |

|                                 |                                     |                                     |                                     |                                     |                                     |
|---------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Improving Living Conditions     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Promoting Social Development    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Addressing Social Inequalities  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Addressing Environmental Issues | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Preserving National Heritage    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Sports Training                 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Swatches Bharat Abhiyan         | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Rural Development Projects      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Contribution in PM relief fund  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Women empowerment               | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Education                       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Health                          | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

**Table 4.2 shows** CSR expenditure according to sector wise by JSW steel Ltd. Promoting Social Development, Addressing Social Inequalities, Sports Training, Addressing Environmental 5 F.Y 2013 to 2018. Preserving National Heritage, Swatches Bharat Abhiyan, Rural Development Projects and Improving Living Conditions sector (except 2013-2014) company did expenditure 2014 to 2018. In Health, education and Women empowerment sector only one year (2013-2014) company spending under CSR 2014 to 2018 no any expense occur under CSR by company. In sector Contribution in PM relief fund only 2 year company.

**Table 4.3 CSR spending by JINDAL STAINLESS STEEL Ltd during the year from 2013- 14 to 2017-18**

| JINDAL STAINLESS STEEL Ltd.             | Financial year                      | Financial year                      | Financial year                      | Financial year                      | Financial year                      |
|-----------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Name of sector in which spending        | 2013-2014                           | 2014-2015                           | 2015-2016                           | 2016-2017                           | 2017-2018                           |
| Healthcare, Sanitation & Drinking Water | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Community Education & Skill Development | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Rural Development Projects              | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Environment And agriculture development | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

|                   |   |   |   |   |   |
|-------------------|---|---|---|---|---|
| Gender equality   | ☒ | ☒ | ☒ | ✓ | ☒ |
| Women empowerment | ☒ | ☒ | ☒ | ✓ | ✓ |
| Animal welfare    | ☒ | ☒ | ☒ | ✓ | ☒ |

**Table 4.3 shows the** CSR spending the sector wise expense by the JSL company. during the F.Y 2016-2017 and 2017-2018 following sector :promote the healthcare , education, animal welfare , rural area development, gender equality, women empowerment, skill development, agriculture development. From the year 2013 to 2016 companies was not doing expense under corporate social responsibility activity.

### YEAR WISE CSR SPENDING BY THE COMPANIES

**Table 4.4 CSR SPENDING BY THE COMPANIES FOR THE F.Y. 2013-14**

| NAME OF COMPANIES (2013-14) | YEAR WISE CSR SPENDING BY THE COMPANIES FOR THE F.Y. 2013-14 |                    |           |                   |            |                   |                         |             |                   |                  |        |                               |                            |                               |                |                       |                                |                |                             |                                |                               |                               |           |                                   |
|-----------------------------|--------------------------------------------------------------|--------------------|-----------|-------------------|------------|-------------------|-------------------------|-------------|-------------------|------------------|--------|-------------------------------|----------------------------|-------------------------------|----------------|-----------------------|--------------------------------|----------------|-----------------------------|--------------------------------|-------------------------------|-------------------------------|-----------|-----------------------------------|
|                             | Healthcare                                                   | Drinking and water | Community | Skill development | Livelihood | Rural development | sports arts and culture | environment | Women empowerment | project delivery | health | integrated and development of | infrastructure development | protection and development of | pm relief fund | swatch bearcatabhiyan | eradicating hunger and poverty | animal welfare | improving living conditions | addressing social inequalities | addressing environment issues | employability enhancing skill | ethnicity | total sector no. of company which |
| TATA STEEL Ltd.             | 1                                                            | 1                  | 1         | 0                 | 1          | 1                 | 1                       | 1           | 0                 | 0                | 1      | 0                             | 0                          | 1                             | 0              | 0                     | 1                              | 0              | 0                           | 0                              | 0                             | 1                             | 1         | 12                                |
| JSW Ltd.                    | 1                                                            | 1                  | 1         | 0                 | 0          | 0                 | 1                       | 1           | 1                 | 0                | 0      | 0                             | 1                          | 0                             | 1              | 0                     | 0                              | 0              | 1                           | 1                              | 1                             | 0                             | 0         | 11                                |
| JSL.                        | 0                                                            | 0                  | 0         | 0                 | 0          | 0                 | 0                       | 0           | 0                 | 0                | 0      | 0                             | 0                          | 0                             | 0              | 0                     | 0                              | 0              | 0                           | 0                              | 0                             | 0                             | 0         | 0                                 |

Table 4.4 shows the CSR spending by the companies in the financial year 2013-2014. Companies contribute in total 23 different sectors. Tata Steel Ltd. is the highest top investor in sector wise investment in CSR which covered 12 sectors out of 23 sectors, JSW Ltd. Investment in 11 sectors out of 23 and no contribution by the Jindal Stainless Ltd. in the F.Y. 2013-14.

Table 4.5 CSR SPENDING BY THE COMPANIES FOR THE F.Y. 2014-15

| NAME OF COMPANIES (F.Y 2014-2015) | Healthcare | Drinking and water | Community | Skill development | Livelihood | Rural development | sports arts and culture environment | Women empowerment | health | integrated and development of villages | infrastructure development | protection and development of traditional art and craft | pm relief fund | swatch bear-atbhiyan | eradicating hunger and poverty | animal welfare | improving living conditions | addressing social inequalities | addressing environment issues | preserving national heritage | employability enhancing skill development | ethnicity | total sector no. of company which company spending |
|-----------------------------------|------------|--------------------|-----------|-------------------|------------|-------------------|-------------------------------------|-------------------|--------|----------------------------------------|----------------------------|---------------------------------------------------------|----------------|----------------------|--------------------------------|----------------|-----------------------------|--------------------------------|-------------------------------|------------------------------|-------------------------------------------|-----------|----------------------------------------------------|
| TATA STEEL Ltd.                   | 1          | 1                  | 1         | 1                 | 1          | 1                 | 1                                   | 0                 | 1      | 1                                      | 1                          | 1                                                       | 0              | 0                    | 1                              | 0              | 1                           | 0                              | 0                             | 1                            | 1                                         | 1         | 17                                                 |
| JSW Ltd.                          | 0          | 0                  | 0         | 0                 | 0          | 1                 | 1                                   | 1                 | 0      | 0                                      | 1                          | 0                                                       | 0              | 1                    | 0                              | 0              | 1                           | 1                              | 1                             | 1                            | 0                                         | 0         | 9                                                  |
| JSL                               | 0          | 0                  | 0         | 0                 | 0          | 0                 | 0                                   | 0                 | 0      | 0                                      | 0                          | 0                                                       | 0              | 0                    | 0                              | 0              | 0                           | 0                              | 0                             | 0                            | 0                                         | 0         | 0                                                  |

Table 4.5 shows the CSR spending by the companies In the financial year 2014-15. Companies contribute in total 23 different sectors. TATA Steel Ltd. Is highest top investor in sector wise investment in CSR which covered 17 sectors out of 23, JSW Ltd. has Investment in 9 sectors out of 23 and no investment made by the Jindal stainless in the F.Y. 2014-15.

Table 4.6 CSR SPENDING BY THE COMPANIES FOR THE F.Y. 2015-16

| NAME OF COMPANIES(F.Y 2015-2016) | Healthcare | Drinking and water | Community and Education | Skill development | Livelihood | Rural development | sports arts and culture environment | project delivery | health | integrated and development of villages | infrastructure development | pm relief fund | swatch Bacharachabhiyan | eradicating hunger and poverty | animal welfare | improving living conditions | addressing environment issues | preserving national heritage | ethnicity | total no. of sector which company spending |   |    |
|----------------------------------|------------|--------------------|-------------------------|-------------------|------------|-------------------|-------------------------------------|------------------|--------|----------------------------------------|----------------------------|----------------|-------------------------|--------------------------------|----------------|-----------------------------|-------------------------------|------------------------------|-----------|--------------------------------------------|---|----|
| TATA STEEL Ltd.                  | 1          | 1                  | 1                       | 1                 | 1          | 0                 | 1                                   | 1                | 0      | 1                                      | 1                          | 0              | 0                       | 0                              | 0              | 0                           | 1                             | 1                            | 1         | 0                                          | 1 | 12 |
| JSW Ltd.                         | 0          | 0                  | 0                       | 0                 | 0          | 1                 | 1                                   | 0                | 0      | 0                                      | 0                          | 1              | 1                       | 0                              | 0              | 1                           | 1                             | 1                            | 0         | 1                                          | 7 |    |

|     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| JSL | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

Table 4.6 shows the CSR spending by the companies in the financial year 2015-16. Companies contribute in total 23 different sectors. Tata Steel ltd. was highest top investor in sector wise investment in CSR which covered 12 sectors out of 23.. JSW Ltd. was investment in 7 sectors out of 23. Jindal stainless steel Ltd was not contributed in the CSR activities.

**Table 4.7 CSR SPENDING BY THE COMPANIES FOR THE F.Y. 2016-17**

| NAME OF COMPANIES (F.Y 2016-2017) | Healthcare | Drinking and water | Community Education | Skill development | Livelihood | Rural development | sports arts and culture | environment | health | integrated and development of villages | infrastructure development | measure for the benefits for army | protection and development of traditional art and craft | pm relief fund | swatch bearcatabiyan | eradicating hunger and poverty | animal welfare | improving living conditions | addressing environment issues | preserving national heritage | employability enhancing skill development | ethnicity | no. of sector in which company spending |
|-----------------------------------|------------|--------------------|---------------------|-------------------|------------|-------------------|-------------------------|-------------|--------|----------------------------------------|----------------------------|-----------------------------------|---------------------------------------------------------|----------------|----------------------|--------------------------------|----------------|-----------------------------|-------------------------------|------------------------------|-------------------------------------------|-----------|-----------------------------------------|
| TATA STEEL                        | 1          | 1                  | 1                   | 1                 | 1          | 1                 | 1                       | 1           | 1      | 0                                      | 0                          | 1                                 | 1                                                       | 0              | 0                    | 0                              | 0              | 0                           | 0                             | 1                            | 1                                         | 1         | 14                                      |
| JSW                               | 0          | 0                  | 0                   | 0                 | 0          | 1                 | 1                       | 1           | 0      | 1                                      | 0                          | 1                                 | 0                                                       | 0              | 1                    | 0                              | 0              | 1                           | 1                             | 1                            | 0                                         | 0         | 9                                       |
| JSL                               | 1          | 1                  | 1                   | 1                 | 0          | 1                 | 0                       | 1           | 1      | 0                                      | 0                          | 0                                 | 0                                                       | 0              | 1                    | 0                              | 1              | 0                           | 0                             | 0                            | 0                                         | 0         | 9                                       |

Table 4.7 shows the CSR spending by the companies In the financial year 2016-17.Companies contribute in total 23 different sectors. TATA STEEL Ltd. Is highest top investor in sector wise investment in CSR which covered 14sectors out of 23.JSW Ltd. Are covered 9 sectors out of 23 and JSPL Ltd. Covered 8 sector out of 23.

Table 4.8 CSR SPENDING BY THE COMPANIES FOR THE F.Y. 2016-17

| NAME OF COMPANIES (F.Y 2017-2018) | Healthcare | Drinking and water | Community Education | Skill development | Livelihood | Rural development | sports arts and culture | environment | Women empowerment | health | integrated and development of villages | infrastructure development | measure for the benefits for army | pm relief fund | swatch vidyalayaabhiyan | swatch bearcatabhiyan | eradicating hunger and poverty | animal welfare | improving living conditions | addressing environment issues | preserving national heritage | employability enhancing skill development | no. of sector in which spending |
|-----------------------------------|------------|--------------------|---------------------|-------------------|------------|-------------------|-------------------------|-------------|-------------------|--------|----------------------------------------|----------------------------|-----------------------------------|----------------|-------------------------|-----------------------|--------------------------------|----------------|-----------------------------|-------------------------------|------------------------------|-------------------------------------------|---------------------------------|
| TATA STEEL                        | 1          | 1                  | 1                   | 0                 | 1          | 1                 | 0                       | 1           | 0                 | 1      | 0                                      | 0                          | 0                                 | 0              | 0                       | 0                     | 1                              | 0              | 0                           | 0                             | 0                            | 1                                         | 9                               |
| JSW                               | 0          | 0                  | 0                   | 0                 | 0          | 1                 | 1                       | 0           | 0                 | 0      | 1                                      | 0                          | 0                                 | 0              | 0                       | 1                     | 0                              | 0              | 1                           | 1                             | 1                            | 0                                         | 7                               |
| JSL                               | 1          | 1                  | 1                   | 1                 | 0          | 1                 | 1                       | 1           | 0                 | 0      | 1                                      | 0                          | 1                                 | 0              | 0                       | 0                     | 0                              | 0              | 0                           | 0                             | 0                            | 0                                         | 9                               |

In financial year 2017-2018 under corporate social responsibility 23 total sector which companies did expenditure. TATA STEEL Ltd, JSPL and NMDC Ltd. Company invest or spending in 9 sectors out of 23. And JSW Ltd. Invest in car 7 sector out of 23.

### **INTERPRETATION**

#### **4.1 TATA STEEL Ltd.**

Company CSR spending sector wise Promoting Education, Rural development projects, Health and education, safe drink water, Ensuring environmental sustainability, Livelihood five F.Y 2013 to 2018. In the sector Employability Enhancing Skill Development, Eradicating Hunger and poverty, company spending under car three year 2013 to 2015 and 2017 to 2018. (except F.Y 2015 to 2017). In the sector Ethnicity, sports, Rural & Urban Infrastructure Development company spending four year from F.Y 2013 to 2017 not only one (F.Y 2017 to 2018). In National heritage and handicraft sector only two F.Y 2015-2016 and 2016 to 2017 company was did the investment (2013 to 2015 and 2017 to 2018 F.Y not any expenditure was doing by company.

#### **4.2 JSW Ltd.**

Company under CSR expenditure according to sector wise: Promoting Social Development, Addressing Social Inequalities, Sports Training, Addressing Environmental 5 F.Y 2013 to 2018. Preserving National Heritage, Swatches Bharat Bahaman, Rural Development Projects and Improving Living Conditions sector (except 2013-2014) company did expenditure 2014 to 2018. In Health, education and Women empowerment sector only one year (2013-2014) company spending under CSR 2014 to 2018 no any expense occur under CSR by company. In sector Contribution in PM relief fund only 2 year company.

#### **4.3 JINDAL STAINLESS LIMITED**

Under the CSR Company is spending the sector wise expense during the F.Y 2016-2017 and 2017-2018 following sector: promote the healthcare, education, animal welfare, rural area development, gender equality, women empowerment, skill development, agriculture development. From the year 2013 to 2016 companies was not doing expense under corporate social responsibility activity.

### **FINDINGS AND CONCLUSION**

#### *FINDING*

- The study found that all three companies (TATA STEEL Ltd., JSW Ltd., JINDAL STAINLESS STEEL Ltd.) are invest or spend in healthcare, environment, education, rural development and women empowerment sector under CSR.
- In addition to above TATA STEEL Ltd. also covered the employability eradicating hunger, poverty, ethnicity, livelihood sector under CSR sectors.
- JSW Ltd. Also covered the addressing social inequalities, swatch bhartabhiyan and PM relief fund.
- JINDAL STAINLESS Ltd. covered the agriculture development, animal welfare sector under CSR activity.

**CONCLUSION**

The present study attempt to examine the CSR practices in selected steel companies of India and objective of the paper to the study holistic view of CSR activities of selected steel complains in India. Under the study total 23 sector are considered out of which companies are investment .There are three companies of steel industry are taken on the basis of turnover .Study period is selected from the year 2013-14 to 2017-18. Data is extract from annual reports of the companies. TATA STEEL Ltd. Is highest top investor in sector wise investment in CSR which covered 12 sector in F.Y 2013-14, 17 sector covered in F.Y 2014-2015,12 sector covered in F.Y 2015-16,14 sector covered in F.Y 2016-17 and sector covered in F.Y 2017-2018 . JSW Ltd. Investment in 11 sectors in F.Y 2013-14, 9 sector covered in F.Y 2014-15,7 sector covered F.Y 2015-16,9 sector covered in F.Y 2016-2017and 7 sector covered in F.Y 2017-18.Company JINDAL STAINLESS Ltd. From the F.Y 2013 to 2016 nil investment under CSR .2016-2017 company was covered 10 sector and F.Y 2017-2018 company covered 9 sectors out of 23.

**MANAGERIAL IMPLICATION**

Company must be invest in CSR activity to increase the market share of company.

With the help of study we found that when company is invest in CSR activities then it will increase the different sector of economy such as health, education, women empowerment, agriculture sector etc.

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