

Corporate Social Responsibility- A Comparative Study of CSR Initiatives of HUL and ITC Ltd. in India

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ABSTRACT

India is a developing country. Corporate Social Responsibility has traditionally been seen as a philanthropic activity in India. It is an activity that is performed in keeping with the Indian tradition but not deliberated. At present it has emerged as a benchmark for judging corporate excellence. The concept of CSR was developed to fulfill company's obligations towards the necessities of the society as business is an integral part of the society. All the business firms have now realized that business and society are inter-connected rather than being separate. This research paper tries to find out the objective of such CSR activities undertaken by the ITC Ltd. and HUL and analyzed the CSR funding of both companies in different projects.

The study is based on the secondary records and main objective of the study is to analyze the different types CSR activities/projects undertaken by both the companies for last five years. These companies always focus on contributing towards sustainable growth of the society and environment and to make the planet Earth a better place for the next generations. This study explores the development of CSR and aims to compare the CSR activities undertaken by these two companies in India.

Keywords: Corporate Social Responsibility, CSR activities, Society Community Involvement, Human Resources, Environmental Contribution, Rural Development

INTRODUCTION

With the rapid change in the business scenario, businesses are more persuading towards serving the society. They understand the role of society in the success of their business, without the society, their business would have landed nowhere. Therefore, nowadays we are seeing big business empires are undertaking societal duties for its wellbeing. Large amount of their profits is diverted to fulfill the needs of society.

Corporate Social responsibility signify rules and commitment of decision making authority to take necessary actions which can safeguard and progress the wellbeing of society as a whole along with defending the interest of business concern. At present, the concept CSR is increasingly more and more acceptable with changing scenario. Thus, social responsibility broadly refers to the obligations and duties of business enterprises towards the society as a whole. The Corporate Social Responsibility is a means through which an organization usually maintains a balance between all its social, environmental and economic activities. Thus, spending on CSR activities by an organization is a simple process of giving something back to the stakeholders and trying to help them to improve their life and making profits for its shareholders sincerely.

Corporate Social Responsibility (CSR) is not a new concept in India. However, what is new is the shift in focus from making profits to meeting societal challenges by supporting in social welfare activities. CSR initiatives can contribute to status advantages such as increased loyalty in investors, new market prospects and favourable reactions of capital markets.

Corporate social responsibility (CSR) is the manner by which companies manage their business processes to produce an overall positive effect on society. It covers manageability, social effect and ethics followed for operating in the society. The stakeholders covered under CSR are:

- Customers
- Suppliers

- Employees
- Business partners
- Shareholders/Investors
- Government

Corporate social responsibility is traditionally broken into four categories:

1. Environmental Responsibility
2. Ethical Responsibility
3. Philanthropic Responsibility
4. Economic Responsibility.

REVIEW OF LITERATURE

The study by Rahman and Faizanur (2017) discusses about the importance behind the contribution to CSR activities by the firm for the sustainable development of the society. It also shows how CSR has become mandatory for the company by law. The study also shows the origination and significance of CSR and detailed explanation note of companies act 2013. The conclusion of the study is that there is no requirement of creating awareness about the CSR initiatives among general public to make CSR more effective. As per the companies act the spending of 2 percent on CSR is not mandatory but reporting about it should be strictly followed.

Madhavi S. Kulkarni (2015), discuss about the study of CSR policies and practices that occurs in Indian companies. CSR is mandatory under section 135 of the companies act. There are some companies who concentrate on CSR activities in few developed states like Maharashtra, Tamilnadu. The manufacturing companies contribute more to education, healthcare, and sanitization. Almost all the companies spent their contribution for the sustainable growth of the economy and also in the meanwhile focus on the healthcare.

A study conducted by Sazzad Parwez (2014) discusses that the corporate sector has a key to work for sustainable development of rural areas and also to ensure private investment flows into these areas. In rural areas, people have to face numerous challenges such as hunger, ignorance, ill health, high mortality, and illiteracy. The private sector looks into these areas and year wise budget is allocated to eradicate the challenges in rural areas. The Government of India may not be adequate to provide basic services to its citizen. It is also seen that welfare of the society is not the major goal of Government alone. The private sectors also need to take initiative roles to contribute to the society. The study shows that business corporations, governments, individuals earn money from the society; therefore, it needs to be given back to the society in any form.

Dr. Ashutosh Verma and C.V.R.S Vijaya Kumar (2014) published a study about the analysis of CSR expenditure by Indian companies .In this study it shows whether the insertion of companies act 2013 towards the CSR spent is followed by Indian companies or not. The variables that are identified from the study are social and community services, environment and pollution control expenses, staff welfare expenses. During the period from 2001 to 2012 none of the companies spent 2 percent of the profit towards CSR activities and moreover, the expenditure on pollution and environmental control measures has been undertaken only by one company during the entire period of the study.

According to Kishor Neelakantan, the enactment of the company act 2013 will create a big regulatory push for CSR activities and this is mandatory for all company operating in India. The author suggested that framework for investors to evaluate companies' CSR efforts which is based on four key parameters- Integrity, strategic orientation, efficiency and transparency.

Praveen Kumar (2013) in his article on "Corporate Social Responsibility in India" has talked about the present scenario of CSR in India and the challenges available in Context of India.

Dr. M. Ramana Kumar (2013) in his study on Analysis of select Indian Private and Public sector companies tried to analyze the CSR activities carried out by Indian Private (Reliance Industries Ltd.) and public sector companies

(ONGC) and also studied the Indian government policies and programmes of CSR. The study revealed that though the Indian public and private firms are making efforts in the CSR areas, still there is a requirement of more emphasis on CSR.

The first study of article is based on the CSR initiatives related to environment of manufacturing units in India by Kavitha Shanmugam (2013). The study discusses that CSR is a commitment by the company to operate in sustainable manner under social, economical and environmental aspect and also meanwhile counteract the interest of the manifold stakeholders. There can also be many companies that have taken voluntarily initiatives associated with environmental management systems and making a report on social and environmental performance. Environmental initiatives and programs are key dimensions of social responsibility. CSR practices also cover the management of resources that used for production in manufacturing industries.

Bibhu Prasad and Mohanty (2012) made a study on “Sustainable Development Vis-à-vis Actual CSR”. The findings of their study showed that companies today invests in a lot of areas like child labour, ground water, food, education, etc but they are not aware of the essential need of the poor. The study suggested that though profit earning is a natural fact of companies, CSR is beyond the natural and statutory obligation of the companies. The study concluded that sustainable development is the development of the society as well as the company in a balanced way.

Harbajan Bansal, Vinu Parida and Pankaj Kumar (2012) in their paper entitled “Emerging trends of CSR in India” analyzed 30 companies of 11 sectors listed in the Bombay Stock Exchange with the help of their annual reports. The study concluded that the companies today are working not only to earn profit but have also realized the importance of being social friendly. Social Responsibility today has started taking a turn in the new direction.

Harish Kumar (2012) in his research article entitled “CSR Revisited” has thrown lights on four different approaches of companies towards CSR viz; Good Governance, Ruinous CSR, Discretionary CSR, and Illusion CSR. He also tried to highlight argument against the CSR as well as the CSR driver. The researcher also found eight factors that drive the CSR initiatives. They are Philanthropic Attitude, Governmental Actions, Environmental Concern, Ethical Consumerism, Crises and Calamities, Globalization and Market force, Social Awareness & Education, and Social Expectation.

Beam, Dr. Sarbpriya et.al. (2012) in their research paper on "A Close Look into Corporate Social Responsibility in India" has focused on the theme of CSR developed amid most recent couple of years from simple philanthropic activities to integrating the interest of the business with that of the communities in which it operates. In this paper, they have tried to feature objective evaluation of the CSR and related business practices with ethics that are being adopted by large corporate houses in India.

Mallen Baker (2012) in his article on “Four emerging trends in Corporate Responsibility” tried to elucidate three basic things about the trends of CSR that have changed from last so many years. Firstly, the relationship between business and society has changed. They have come closer because of the social and environmental problem prevailing around the world. Secondly, the strategy of the businessman to develop business also affected the society a lot. Their new ideas, concept, developments also came with CSR management that reflects in their product and services. Lastly, the changes of CSR are also affected by other parties like outside agencies and the firm’s own goals that interfere the firm’s activity.

OBJECTIVES OF THE STUDY

1. To study the evolution of CSR in India.
2. To study the various CSR practices carried out by ITC and HUL companies in India.

RESEARCH METHODOLOGY

The study is based on the data collected from the Annual Reports of Hindustan Unilever Limited (HUL) and ITC Ltd. and various other sources such official websites like department of Corporate Affair ministry, Newspaper Articles, journals, Research Papers, media reports and Magazine Articles. The study adopts descriptive and analytical research design.

EVOLUTION OF CSR IN INDIA

India has the world's flourishing convention of Corporate Social Responsibility (CSR). The term CSR may be relatively new to India, but the concept dates back to Mauryan history, where philosophers like Chanakya, emphasized on ethical practices and principles while conducting business. CSR has been informally practiced in ancient times in form of charity to the poor and disadvantaged class of the society. Indian scriptures have at several places mentioned the importance of sharing one's earning with the deprived section of society. We have a deep rooted culture of sharing and caring.

Religion also played a major role in promoting the concept of CSR. Merchants belonging to Hindu religion gave alms, got temples and night shelters made for the poorer class. Hindus followed Dharmada where the manufacturer or seller charged a specific amount from the purchaser, which was used for charity. The amount was known as charity amount or Dharmada. In the same fashion, Sikhs followed Daashaant. Islam had a law called Zakaat, which rules that a portion of one's earning must be shared with the poor in form of donations.

The evolution of CSR in India can be broadly divided into four phases:

The first phase of CSR was motivated by noble deeds of philanthropists and charity. It was influenced by family values, traditions, culture and religion along with industrialization. Till 1850, the wealthy businessmen shared their reserves with the society by either setting up temples or religious institutions. In 1900s, the industrialist families like Tatas, Birlas, Modis, Godrej, Bajajs and Singhanias and others promoted this concept by setting up charitable foundations, educational and healthcare institutions, and trusts for community development.

The second phase was the period of independence struggle when the industrialists were rushed to show their dedication towards the benefit of the society. Mahatma Gandhi pushes for to the powerful industrialists to share their wealth for the benefit of underprivileged section of the society.

In the third phase from 1960-1980, CSR was influenced by the emergence of Public sector entities to ensure proper distribution of wealth in the country. The policy of industrial licensing, high taxes and restrictions on the private sector resulted in corporate misconducts. This led to endorsement of legislation regarding corporate governance, labor and environmental issues.

In the fourth phase from 1980 onwards, Indian corporate entities integrated CSR into a sustainable business strategy. With globalization and economic liberalization in 1990s, and withdrawal of controls and licensing systems there was a boom in the economic growth of the country. This led to the bigger thrust in industrial growth, making it possible for the companies to contribute more towards social responsibility.

Today, in India CSR has gone beyond merely charity and donations, and is approached in a more structured approach. It has become a central part of the corporate strategy. Companies have CSR teams that devise specific policies, strategies and goals for their CSR programs and set budget to support them.

PHASES OF EVOLUTION OF CSR IN INDIA

<p>PHASE 1: Purely philanthropy and charity during industrialization. Companies were only responsible to owners and managers</p>		
<p>PHASE 2: CSR as social development during the Independence struggle. Companies were only responsible to owners, managers and employees.</p>	<p>PHASE 3 : CSR under the “mixed economy model” and companies were responsible to owners, managers and other target environments.</p>	<p>PHASE 4 : CSR became characterized as a sustainable business strategy. Companies are responsible not only to owners but all the stakeholders.</p>

FMCG Industry in India

The Fast-moving consumer goods (FMCG) industry is the 4th largest sector of the Indian economy. It is characterised by high turnover consumer packaged goods, i.e. goods that are produced, distributed, marketed and consumed within a short span of time. FMCG products that dominate the market today are belongs to personal care category products such as detergents, toiletries, tooth cleaning products, cosmetics, etc. The FMCG sector in India also includes pharmaceuticals, consumer electronics, soft drinks packaged food products and chocolates. Since the sector encompasses a diverse range of products, different companies dominate the market in various sub-sectors. However, some of the top FMCG companies in India are- Dabur (60%), Colgate (54.7%), Hindustan Unilever (54%).

Considering the fact that the industry has expertise in providing solutions for nutrition, sanitation among other problems, many of the industry players have invested their CSR funds in India in order to address these issues. In this context, we will discuss the CSR initiatives undertaken by two FMCG companies HUL and ITC Ltd. that take CSR seriously in India.

Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is one of the biggest conglomerate Indian consumer goods company headquartered in Mumbai, India. It is a subsidiary of Unilever, a British company. Its products include foods, beverages, cleaning agents, personal care products, water purifiers and other fast-moving consumer goods.

HUL was established in 1931 as Hindustan Vanaspati Manufacturing Co. and following a merger of constituent groups in 1956, it was renamed Hindustan Lever Limited. The company was renamed in June 2007 as Hindustan Unilever Limited.

With 44 brands spanning 14 distinct categories such as fabric solutions, home and hygiene, life essentials, skin cleansing, skincare, hair care, colour cosmetics, oral care, deodorants, tea, coffee, ice cream & frozen desserts, foods and health food drinks, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf excel, Rin, Wheel, Glow & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's, Horlicks and Pureit.

The Company has about 21,000 employees and has sales of INR 45,311 crores (financial year 2020-21). HUL is a subsidiary of Unilever, one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries and an annual sales turnover of €51 billion in 2020.

Forbes rates HUL as the most innovative company in India and #8 globally. Aon Hewitt recognizes HUL as one of the best companies to work for and it continues to be the 'Employer of Choice' in the industry for past 12 years.

CSR Financial Details of HUL for last five years

Year	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Prescribed CSR Amount (Rs. in Cr.)	91.94	101.71	112.20	124.19	142.20
Actual CSR Amount Spent (Rs. in Cr.)	92.12	103.88	116.09	126.45	143.74

Source: Company's CSR Reports

HUL is committed to operate and grow its business in a socially responsible way. Their vision is to grow its business whilst reducing the environmental impact of their operations and increasing the positive social impact. The company has spent more than 500 crores on its CSR activities in the last 5 years and has always spent more than the amount mandated by the CSR law.

Hindustan Unilever Limited uses its CSR funds to work on issues that plague India's development. It has achieved huge successes in the areas of water conservation as well as tackling health and hygiene issues at the grassroots level.

The company implements its CSR initiatives through Hindustan Unilever Foundation (HUF). The non-profit acts as a vehicle to anchor water management related community development and sustainability initiatives of Hindustan Unilever Limited. HUF operates the 'Water for Public Good' programme, with specific focus to empower local community institutions to govern water resources and enhance farm-based livelihoods through the adoption of judicious water management practices. Since 2010, HUF has supported grassroots interventions in 53 districts with 23 NGO partners across over 4,300 villages in India.

Under the tagline of "Covid -19 Related Preventive Measures (2019-20)", the company has undertaken many of the initiatives to help the society to fight against severe pandemic situation. The Company has committed Rs 100 crores towards societal work to complement Government's work on dealing with COVID-19. During the challenging phase of COVID-19, they supported hospitals in Maharashtra, West Bengal and Tamil Nadu and several other areas by donating soaps, handwash, sanitisers, floor and bathroom cleaners. The Company is supporting Government hospitals to upgrade medical infrastructures in hospital by providing them with medical equipments and Personal Protection Equipment (PPE), in collaboration with public health authorities, near factories and offices in Uttar Pradesh, Madhya Pradesh, Maharashtra, Tamil Nadu, Karnataka, Dadra & Nagar Haveli. The Company has tied up with Apollo Hospitals, State Bank of India, OYO, Lemon Tree and others to create isolation facilities in metros that are equipped with medical supervision. This will help to reduce the burden on hospitals while providing acute care for the patients in need.

The company has setup Ankur project in 1993 as a centre for special education for children with disabilities at Doom Dooma in Assam. Ankur has provided educational and vocational training to 359 physically challenged children in the state.

Under their rural development project, the company has setup "Project Prabhat" Unilever Sustainable Living Plan (USLP) linked programme, which contributes to the development of local communities around key sites over 26 locations across the country. Prabhat is building on the local community needs at grassroot level through targeted pillars of enhancing livelihoods, water conservation and 'health and well-being' awareness. The company's budget for the "Project Prabhat" is of Rs. 7.07 Cr. during the 2019-20.

The company has spent Rs. 7.20 Cr for abandoned and differently-abled children, HIV-positive patients and destitute people under the project banner "Asha Daan Program" which was setup in 1976.

'Swachh Aadat, Swachh Bharat' (SASB) programme is in line with the Government of India's Swachh Bharat Abhiyan (Clean India Mission) to promote good health and hygiene practices. In 2019, the programme

continued to promote good health and hygiene practices by stressing the need to adopt three clean habits ('Swachh Aadat') of washing hands five times a day, using a toilet for defecation and adopting safe drinking water practices. The company has spent Rs. 41.34 Cr for this project during 2019-20.

The company is trying to financially empower and provide livelihood opportunities to women in rural India under its project namely "Shakti". The company is providing distribution management training to Shakti entrepreneurs and help them to gain selling skills, become self confident, improve their self-esteem and learn communication skills.

Table No. 1: List of activities under CSR initiatives and Amount spent on different projects by HUL during the year 2019-20.

Sr. No.	CSR Project	Project Coverage	Project Budget (Rs. Cr.)	Purpose
1.	Covid -19 Related Preventive Measures	Maharashtra, West Bengal and Tamil Nadu and several other areas	0.16	To eradicate Hunger, Poverty, Malnutrition
2.	Technology Business Incubator Program	Pan India	0.15	Contribution towards the Technology Business Incubator across India.
3.	Development and Maintenance of Public Areas	Mumbai, Maharashtra	0.92	Contribution towards the development and maintenance of public areas
4.	Disaster Relief Program	Odisha	2.50	Contribution to Central Government Fund towards the Fani Cyclone Relief in Odisha
5.	Project Ankur	Assam	0.37	For special education for children with disabilities
6.	Project Sanjeevani	Assam	0.66	For Preventive Healthcare, Water and Sanitation
7.	Project Prabhat	Pan India	7.07	To the development of local communities around key sites including our manufacturing locations.
8.	Asha Daan	Mumbai, Maharashtra	7.20	For abandoned and differently-abled children, HIV-positive patients and destitute people.
9.	Water Conservation Project	Pan India	26.20	To address India's water challenges – specifically for rural communities that intersect with agriculture.
10.	Swachh Aadat Swachh Bharat	Pan India	41.34	To promote good health and

	Program			hygiene practices
11.	Project Shakti	Pan India	53.40	To financially empower and provide livelihood opportunities to women in rural India

Source: Compiled from Different Sources

ITC Limited

ITC Limited is an Indian conglomerate company was established on August 24, 1910 under the name Imperial Tobacco Company of India Limited, headquartered in Kolkata, West Bengal. It has a diversified presence across industries such as cigarettes, FMCG, hotels, packaging, paperboards and specialty papers, agribusiness and information technology. The company has a total of 13 businesses in 5 segments. Also, company exports its products to 90 countries across the globe. Its products are available in 6 million retail outlets

CSR Financial Details of ITC Ltd. for last five years

Year	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Prescribed CSR Amount (Rs. in Cr.)	246.76	275.27	290.47	306.55	326.17
Actual CSR Amount Spent (Rs. in Cr.)	247.50	275.96	290.98	306.95	326.49

Source: Company's CSR Reports

ITC has been focusing its CSR energies on rural development in India. The company spent Rs. 326.49 crores on CSR initiatives in 2019-20, surpassing its spending for previous years. The conglomerate has active social projects in education, environmental conservation, sustainable agriculture, healthcare, digital literacy, sports and culture.

ITC's e-Choupal is a long-running flagship CSR programme by the company that has become the gold standard on community development in international circles. Not only has ITC's e-Choupal impacted lakhs of farmers over the years through digital literacy and economic empowerment, but it has also been replicated by scores of other corporates for social welfare in their own communities.

The company has reserved a total amount of Rs. 43.51 Cr. for "Sustainable Agricultural Practices" project during the year 2019-20. Under this project, the company has covered 6.54 lakhs acres for sustainable agricultural practices. The company had entered into a partnership with NITI Aayog in April 2018 to improve agriculture and other allied services in 27 aspirational districts of 8 States (Assam, Bihar, Jharkhand, Rajasthan, Madhya Pradesh, Maharashtra, Odisha and Uttar Pradesh).

In line with its commitment to put Nation First and responding to the needs arising out of the lockdown implemented to contain the first wave of COVID-19 pandemic, ITC has spearheaded a CSR initiative to enable the creation of an eco-system that would lead to significant livelihood generation for farmers and daily wage earners under the ambit of the Government's MGNREG Scheme.

During the second wave, the company worked to mitigate the crisis by supplying oxygen cryogenic containers to oxygen concentrators and generators. To serve the national priority of easing the bottleneck of transporting medical oxygen, ITC tied up with Linde India to airfreight 24 cryogenic ISO containers of 20 tonnes each from Asian countries in order to transport medical oxygen across India. The CSR initiative comes in the wake of an acute shortage of medical oxygen, constraining the healthcare system's ability to treat coronavirus patients.

In addition, ITC is airlifted a large number of oxygen concentrators for distribution. The group's paperboards unit in Bhadrachalam has commenced a supply of oxygen to neighboring areas.

The company has spent Rs. 17.00 Crores for setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups in the states of Assam, Rajasthan and New Delhi.

The company has undertaken many other projects as a part of CSR initiatives across the country and trying to improve the livelihood of the mankind and do good for the society.

Table No. 2: List of activities under CSR initiatives and Amount spent on different projects by ITC Ltd. during the year 2019-20.

Sr. No.	CSR Project Name	Project Coverage	Project Budget (Rs. Cr.)	Purpose
1.	Disaster Relief Activities	Bihar , Odisha, Uttar Pradesh, Gujarat, Karnataka	33.14	Contribution to Central Government Fund
2.	Sustainable Agricultural Practices	Pan India	43.51	Environmental Sustainability
3.	Support to ITC Sangeet Research Academy	Punjab, West Bengal	3.33	To revive and restore vanishing musical sub-genres by enlisting the goodwill of some of the greatest musicians of the time
4.	Social Forestry Programme	Pan India	2.79	Initiatives to provide food, fuel and fodder security to small farmers through social forestry
5.	Watershed Development Program	Pan India	57.62	To promote local management of water
6.	Women Empowerment Program	Pan India	16.72	Women empowerment
7.	Livelihood Enhancement Program	Pan India	2.02	Rural development
8.	Livestock Development	Pan India	1.84	Rural development
9.	ITC's Skilling & Vocational Training	Pan India	16.91	To help in building and upgrading skills of youth with the emerging needs of the job

	Programme			market
10.	Promotion of Education	Pan India	22.25	To educate children from weaker sections
11	Promotion of Healthcare and Hygiene	Pan India	110.61	To promote a hygienic environment through prevention of open defecation and reduce incidence of waterborne diseases
12.	e-Choupal	Madhya Pradesh, Haryana, Uttarakhand, Uttar Pradesh, Rajasthan, Karnataka, Kerala, Maharashtra, Andhra Pradesh and Tamil Nadu	-	To tackle the challenges posed by the unique features of Indian agriculture

Source: Compiled from Different Sources

FINDINGS

1. It is found that HUL is undertaking 11 CSR activities and ITC is undertaking 12 CSR activities all over India.
2. The HUL has mainly concentrated on CSR activities related to women empowerment, self swach Bharat and water conservation.
3. The ITC Ltd. has given more importance to the projects related to e-choupal (agriculture), health and hygiene, education, skill development and rural development.
4. The ITC Ltd. has spent more funds on CSR activities compared to HUL for last 5 years (both budgeted/prescribed and actual).
5. The e-choupal of the ITC Ltd. is the largest initiative among all internet-based interventions in rural India which helps farmers in all the farming activities in India.

CONCLUSION

Today the concept of CSR has undergone comprehensive change. It has integrated social as well as environmental issues into the missions and decisions of all the organizations. Companies take dedicated interest in informing about their CSR activities to their stakeholders as well. From the review, we come to know that across the world, business

enterprises have acknowledged the concept of CSR as a building block of victory and survival of business along with fulfilling social objectives. However, the challenge for the companies is to find out a powerful and pioneering CSR strategy which should deliver high performance in ethical, environmental and social areas and meet all the stakeholders' objectives.

In this context, both HUL and ITC Ltd. are tremendously contributing towards the benefit of the society through their various CSR projects/programmes. They are focusing mainly on education, women empowerment, health and hygiene and rural development.

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