

“Corporate Social Responsibility and Sustainable Development Initiatives -A Casestudy on Top 3 Steel Industriesof India”

INDRILA DEB

DESIGNATION –Ph.D. Scholar (Registered) and Faculty Member

Department -Commerce

St. Xavier’s University, New Town, Kolkata

Abstract

A business earns profit by way of its activities or operations and it is utmost essential to note that not all these profits are supposed to be shared by organization on its own. Rather, it needs to extend a part of it for the benefit and welfare of the society. Here comes the concept of Corporate Social Responsibility. Corporate Social Responsibility is about how an organization manages the processes of the business so that an overall positive impact can be cast on the society by business and its activities. Companies in these days are involved in activities that are attributable to corporate social responsibility and can be found in the way in which they communicate to build brands ,market their products and using package labelling or by engaging in community activities. This purpose make sure that the company not only works in the best interest of it but also strives to do best for the society as well .The study of ethics over time indicates that business responsibilities which necessitates that they should use some of their resources to meet the requirements of communities at large . It is necessarythat the responsibility organisation has by way of its positions in the society make it a responsible entity towards ensuring its activities that are by the requirements of fulfilling Corporate Social Responsibility .On the contrary , Sustainable Development is the development that meet the needs of the present without compromising the ability of future generations to meet their own needs. This paper aims at providing understanding of the concept of Corporate Social Responsibility and Sustainable Development initiatives undertaken by Top 3 Steel Industries of India for the last 5 years and initiatives taken by those Industries during COVID-19 pandemic period in India ,Sustainable development goals, convergence of Corporate Social Responsibilities and Corporate Sustainability ,expenditure incurred by the top 3steel industries as part of CSR Activities, areas where more measures required to be undertaken by companies in future .

KEYWORDS: CorporateSocial Responsibility, Sustainable Development, CSR and SD initiatives during pandemic period, Corporate Sustainability, SDG

Basic Objectives Of The Study :

- To understand the concept of corporate social responsibility as per Indian
- context ,evolution of the concept of CSR in India, concept of CSR as per Companies Act ,2013
- Understand the concept of Sustainable Development
- To understand topic through analysis of CSR and Sustainability for Top 3 Steel Industries of India
- Understand convergence of both CSR and corporate sustainability – about the relevance of converge

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I. Introduction

MEANING OF CORPORATESOCIAL RESPONSIBILITY

A business earns profit by way of its operations and it needs to be noted that not all these profits are supposed to be shared by the business of its own . Rather, it needs to extend a part of it for the welfare and development of the society .

It is necessary that the responsibility organisation has by way of its positions in the society make it a responsible entity towards ensuring its activities that are by the requirements of fulfilling Corporate Social Responsibility .

CORPORATE SOCIAL RESPONSIBILITY AS PER INDIAN CONTEXT :

According to UNDO , corporate social responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interaction with their stakeholders .CSR is generally understood as being the way through which company achieves a balance of Economic , Environmental and Social imperatives (Triple Bottom Line Approach) which at the same time addressing the expectations of shareholders and stakeholders. It has now become mandatory for companies to take up CSR Projects on social welfare activities .In the present time , the ambit of CSR activities is playing an important part in achieving Sustainable Development Goals and PPP (PEOPLE,PROFIT AND PLANET) in nation building . CSR also played an important role in supporting social and economic development of the country during COVID -19 pandemic period .

EVOLUTION OF CSR IN INDIA:

Let us discuss about the phases of History of CSR in India :-

PHASE 1: THE FIRST PHASE

The first phase of CSR was driven by noble needs of philanthropist and charity . It was influenced by family values ,tradition ,culture and religion along with industrialization .

PHASE 2: THE SECOND PHASE

The second phase was period of independence struggle when industrialist were pressurized to show their dedication towards benefits of society .

PHASE 3: THE THIRD PHASE

The third phase was influenced by the emergence of public sector undertaking to ensure proper distribution of wealth

PHASE 4: THE FOURTH PHASE

Indian companies integrated CSR into Sustainable Business Society

CURRENT SENARIO :

As per Companies Act , 2013 mandates the corporates to spend 2 percent of their average net profits of last 3 financial years towards CSR .

Please note: certain conditions required to satisfied as per the provisions of Companies Act ,2013 .

CORPORATE SOCIAL RESPONSIBILITY AS PER COMPANIES ACT ,2013

Every company having net worth of rupees five hundred crore or more ,or turnover of rupees one thousand crore or more or net profit of rupees five crores or more during the immediately preceding financial year shall constitute a Corporate Social Responsibility Committee of the Board consisting of three or more directors ,out of which at least one director shall be an independent director .

The companies mentioned in the rule 3 shall constitute CSR Committee as under:-

1) Private company having only 2 directors on its board shall constitute its CSR COMMITTEE with such 2 directors

2) With respect to a foreign company covered under these rules ,the CSR Committee shall comprise of at least 2 persons of which 1 person shall be as specified under clause (d) of sub-section (1) of section 380 of the Act and another person shall be nominated by the foreign company .

Provided that where a company is not required to appoint an independent director under sub-section (4) of section 149 ,it shall have in its Corporate Social Responsibility Committee two or more directors.

The board of every company referred above shall ensure that the company spends , in every financial year, atleast two percent of the average net profits of the company made during the three immediately preceeding financial years ,in pursuance of its Corporate Social Responsibility Policy :

Provided that the company shall give preference to the local area and areas around it where it operate ,for spending the amount earmarked for Corporate Social Responsibility activities :

Provided further that if the company fails to spend such amount ,the board shall, in its report made under (o) of sub-section (3) of section 134, specify the reasons for not the amount .

CSR EXPENDITURE :

CSR expenditure shall include all expenditure including contribution to corpus ,for projects or programs relating to CSR activities approved by the Board on the recommendation of its CSR Committee, but doesnot include any expenditure on an item not in conformity or not in line with activites which fall within the perview of Schedule VII of the Act.

ROLE OF CORPORATE SOCIAL RESPONSIBILITY DURING PANDEMIC PERIOD :

Corporate Social Responsibility has also played an important role in supporting the social and economic development of the country during COVID-19 Pandemic period . CSR played an even greater role with corporate and individuals undertaking CSR projects over and above the minimum criteria determined by

law. The ideology of our Prime Minister Narendra Modi of Atmanirbhar Bharat and Sashakt Bharat can be met through the private-public partnership model in CSR activities. CSR also played a major role in implementing Swachh Bharat Abhiyan.

ABOUT THE CONCEPT OF SUSTAINABLE DEVELOPMENT

Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The basic objectives of sustainable development is to maximizing the probability of achieving sustainable development and to minimizing the chances of environmental degradation.

FACTORS TO BE CONSIDERED IN ORDER TO ACHIEVE PROPER SUSTAINABLE DEVELOPMENT :

- 1) Should be eco-friendly
- 2) Present generation should be aware for needs of present and future generation
- 3) Technologies should need to be developed and implemented in order to conserve resources
- 4) Prevent unnecessary pollution
- 5) Restoration of environment

(Please note : as per the provisions of Section 135 of the Companies Act, 2013)

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT INITIATIVES UNDERTAKEN BY TOP 3 STEEL INDUSTRIES OF INDIA FOR LAST 5 YEARS :

TOP 3 INDUSTRIES OF INDIA :

1) TATA STEEL LIMITED - Established in India as Asia's first integrated private steel company in the year 1907, Tata Steel Limited (Tata Steel) is today one of the most profitable and low cost producers of steel in the world with captive iron ore mines and collieries located near our manufacturing facilities in Jamshedpur and Kalinga Nagar.

2) JSW STEEL - JSW STEEL is the flagship of the US\$12 billion JSW GROUP, which has diversified interests in core industries that supports India's infrastructure growth. Driven by a visionary leadership, our strategic focus lies on increasing capacity, widening reach, maximizing efficiency, allocating capital effectively and mainstreaming sustainability. The basic objective is to deliver industry-leading stakeholder returns and in the process contribute to nation building, social empowerment and environment conservation.

3) STEEL AUTHORITY OF INDIA LIMITED - MAKE IN INDIA, MAKE IN STEEL VISION OF THE COMPANY –

- a) to be a respected world class corporation
- b) to be a leader in Indian Steel business
- c) leads to improving profitability
- d) leads to satisfaction of customers

CSR AND SUSTAINABLE DEVELOPMENT INITIATIVES TAKEN BY TOP 3 STEEL INDUSTRIES OF INDIA

SECTOR : STEEL INDUSTRY

DISCUSSION : Let us discuss about CSR and Sustainable Development initiatives taken by top 3 steel industries of India during this COVID-19 pandemic period

Top 3 industries :

- a) TATA STEEL
- b) JSW STEEL
- c) SAIL (STEEL AUTHORITY OF INDIA LIMITED)

Please note : out of top 10 steel industries in India, here top 3 companies (for the last 5 years) has been selected for the study which will give an understanding about :

- 1) Average net profit of top 3 steel industries of India (last 5 year) – **SENARIO NO 1**
- 2) Prescribed CSR expenditure of top 3 steel industries of India (last 5 years) - **SENARIO NO 2**
- 3) Total CSR Expenditure actually spent of top 3 Steel industries (last 5 years) - **SENARIO NO 3**
- 4) Total CSR expenditure incurred and comparative analysis of top 3 steel industries - **SENARIO NO 4**
- 5) Corporate social responsibility initiatives undertaken by 3 companies for last 5 years - **SENARIO NO 5**
- 6) Common initiatives undertaken by top 3 steel industries (for last 5 years) - **SENARIO NO 6**

- 7) No initiatives undertaken - should be taken into considerations -**SENARIO NO 7**
- 8) Sustainable development initiatives undertaken by 3 companies -**SENARIO NO 8**
- 9) Contributions made by the 3 companies during pandemic period -**SENARIO NO 9**

SENARIO NO 1 –

ANALYSIS OF AVERAGE NET PROFIT OF TOP 3 STEEL INDUSTRIES (FROM 15-16 TO 19-20) AS PER ANNUAL REPORTS OF RESPECTIVE COMPANIES :-

AVERAGE NET PROFIT OF COMPANIES FOR LAST 3 FY	19-20	18-19	17-18	16-17	15-16
TATA STEEL LIMITED	8676.66	4120.15	4280.96	5789.77	7518
JSW STEEL	6945.23	3137	1752	1837.65	2561.15
SAIL LIMITED	NIL	(4145.20)	(3378.28)	(605.47)	2859.9

Sources: Data collected as per Annual Reports of Respective Companies (From 2015-16 to 2019-20)

SENARIO NO 2-

PRESCRIBED CSR EXPENDITURE OF TOP 3 STEEL INDUSTRIES (FROM 15-16 TO 19-20) AS PER ANNUAL REPORTS OF RESPECTIVE COMPANIES :-

PRESCRIBED CSR EXPENDITURE :-	19-20	18-19	17-18	16-17	15-16
TATA STEEL LIMITED	173.53	82.40	85.62	115.80	150
JSW STEEL	138.90	63	35	36.75	51.22
SAIL LIMITED	NIL	NIL	NIL	NIL	57.2

Sources: Data collected as per Annual Reports of Respective Companies (From 2015-16 to 2019-20)

SENARIO NO 3-

TOTAL CSR EXPENDITURE INCURRED BY TOP 3 STEEL INDUSTRIES (FROM 15-16 TO 19-20) AS PER ANNUAL REPORTS OF RESPECTIVE COMPANIES :-

DETAILS OF STEEL INDUSTRIES	19-20	18-19	17-18	16-17	15-16
TATA STEEL LIMITED	192.99	314.94	231.62	193.61	204.46
JSW STEEL	139.73	63	53	42.94	51.36
SAIL LIMITED	27.54	31.18	25.70	29.05	76.16

Sources: Data collected as per Annual Reports of Respective Companies (From 2015-16 to 2019-20)

SENARIO NO 4-

TOTAL CSR EXPENDITURE INCURRED AND COMPARATIVE ANALYSIS OF TOP 3 STEEL INDUSTRIES

NAME	19-20	%	18-19	%	17-18	%	16-17	%	15-16	%	TOTAL
TATA STEEL LIMITED	192.99	16.97	314.94	27.65	231.62	20.36	193.61	17	204	18	1137.16 (100%)
JSW STEEL	139.73	39.9	63	17.99	53	15.14	42.94	12.26	51.36	14.67	350.03 (100 %)
SAIL LIMITED	27.54	14.5	31.18	16.7	25.70	13.55	29.05	15.31	76.16	40.16	189.63 (100 %)

Sources: Data collected as per Annual Reports of Respective Companies (From 2015-16 to 2019-20)

SENARIO NO 5 –

A)CSR INITIATIVES UNDERTAKEN AND ALLOCATION OF CSR EXPENDITURE INCURRED BY TATA STEEL (LAST 5 YEARS) AS PER ANNUAL REPORTS OF THE COMPANY

COMPANY NAME	19-20	18-19	17-18	16-17	15-16
TATA STEEL LIMITED	1)promoting health care - 44.37crore 2)making available safe drinking water -6.00crore 3)promotion of education - 73.92 crore 4) employment enhancing vocational skills – 24.48 crore 5) environmental sustainability	1)promoting health care – 168.94 crore 2)making available drinking water - 9.75 crore 3)promotion of education – 66.52 crore 4) livelihood -18.35 crore 5)environmental sustainability - 2.63 crore 6) protection and	1)promotion of health care- 94.65 crore 2) drinking water - 12.33 3) promotion of education – 57.81 crore 4) promotion of livelihood - 23.99 crore 5) environmental sustainability- 4.21 crore	1)promotion of health care- 58.75 crore 2) drinking water - 9.39 3) promotion of education – 73.71 crore 4) promotion of livelihood - 20.39 crore 5) environmental sustainability- 2.90 crore	1)promotion of health care- 82.34 crore 2) drinking water - 18.31 3) promotion of education – 29.93crore 4) promotion of livelihood - 27.30 crore 5) environmental sustainability- 3.27 crore

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	,protection of flora and fauna, agro forestry – 2.76 crore 6) protection and restoration of national heritage - 9.57 crore 7) promotion of sports – 8.16 crore 8) rural and urban infrastructure - 8.66crore 9)Disaster management -5.88 10)overhead expenses – 9.19 TOTAL – 192.99 CRORE	restoration of national heritage - 8.06 crore 7) promotion of sports – 10.19 crore 8) rural and urban infrastructure - 19.72 9) overhead expenses - 10.78 crore TOTAL- 314.94 CRORE	6) protection and restoration of national heritage - 5.63 crore 7) promotion of sports - 7.46 crore 8) promotion of rural and urban infrastructure - 14.51crore 9) overhead expenses - 11.03 crore TOTAL – 231.62 CRORE	6) protection and restoration of national heritage - 3.89 crore 7) promotion of sports - 3.37 crore 8) promotion of rural and urban infrastructure - 11.99crore 9) overhead expenses - 9.22 crore TOTAL – 193.61 CRORE	6) protection and restoration of national heritage - 5.36 crore 7) promotion of sports - 5.99 crore 8) promotion of rural and urban infrastructure - 18.43crore 9) overhead expenses - 9.74 crore TOTAL – 204.46 CRORE
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Sources: Data collected as per Annual Reports of Respective Companies (from 2015-16 to 2019-20)

B)CSR INITIATIVES UNDERTAKEN AND ALLOCATION OF CSR EXPENDITURE INCURRED BY JSW STEEL (LAST 5 YEARS) AS PER ANNUAL REPORTS OF THE COMPANY

COMPANY NAME	19-20	18-19	17-18	16-17	15-16
JSW STEEL	1)improving livingcondition - 33.88crore 2)promoting social development - 7.41crore 3)addressing social inequalities - 8.78 crore 4) addressing environmental issues– 0.35 crore 5) preserving national heritage – 2.76 crore 6) protection and restoration of national heritage - 1.67 crore 7) promotion of sports – 7.10 crore 8) rural development project-3.32crore 9)swachcha bharatabhiyan - 2.27 10)improving living condition – 68 crore 11) overhead expenses – 6.95 crore TOTAL – 139.73 CRORE	1)improving livingcondition - 28crore 2)promoting social development - 11crore 3)addressing social inequalities - 2 crore 4) addressing environmental issues– 5crore 5) protection and restoration of national heritage - 1crore 6) promotion of sports – 5 crore 7) rural development project-4 crore 8)swachcha bharatabhiyan -3 9)supporting technology incubators -1 crore 10) overhead expenses – 3 crore TOTAL – 63 CRORE	1)improving livingcondition -16 crore 2)promoting social development -17 crore 3)addressing social inequalities - 1 crore 4) addressing environmental issues– 2.81 crore 5) preserving national heritage – 0.60 crore 6) promotion of sports – 2.43 crore 7) rural development project-5.70crore 8) supporting technology incubators - 0.72crore 9) swachchabharatabhiyan– 3.38crore 10) overhead -2.14 crore TOTAL – 53 CRORE	1)improving livingcondition – 11.72 crore 2) promoting social development - 11.51 crore 3)addressing social inequalities 1.9 crore 4) promotion of livelihood - 20.39 crore 5) environmental sustainability- 2.90 crore 6) protection and restoration of national heritage - 3.89 crore 7) promotion of sports - 3.37 crore 8) promotion of rural and urban infrastructure - 11.99crore 9) overhead expenses - 9.22 crore TOTAL – 42.94 CRORE	1)improving living condition-11.89 crore 2) promoting social development - 15.65 crore 3) addressing social inequalities – 1.15 crore 4) addressing environmental issues - 1.97 crore 5) preserving national heritage- 0.84 crore 6) promotion of sports training -4.53 crore 7) rural development projects - 7.80 crore 8) supporting technological incubators -0.71crore 9) swachchabharatabhiyan - 4.26 crore 10) overhead expenses -2.56 crore TOTAL – 51.36 CRORE

Sources: Data collected as per Annual Reports of Respective Companies (from 2015-16 to 2019-20)

C)CSR INITIATIVES UNDERTAKEN AND ALLOCATION OF CSR EXPENDITURE INCURRED BY SAIL (STEEL AUTHORITY OF INDIA LIMITED)- (LAST 5 YEARS) AS PER ANNUAL REPORTS OF THE COMPANY

COMPANY NAME	19-20	18-19	17-18	16-17	15-16
SAIL (STEEL AUTHORITY OF INDIA LIMITED)	1)improving healthcare, drinking water and sanitation - 8.85 crore 2)education and livelihood generation - 10.16crore 3)women empowerment and care for senior citizen and PWD’s - 0.84 crore 4) promotion of sports ,arts and culture-4.76crore 5) environmental sustainability – 1.0 crore 6) infrastructure and rural development -1.56 crore 7) expenditure as per CSR rules – 0.34crore TOTAL – 27.54 CRORE	1)improving healthcare, drinking water and sanitation - 5.60crore 2)education and livelihood generation -14.74 crore 3)women empowerment and care for senior citizen and PWD’s - 0.82 crore 4) promotion of sports ,arts and culture-6.18crore 5) environmental sustainability – 1.62 crore 6) infrastructure and rural development -1.84 crore 7) expenditure as per CSR rules – 0.39crore TOTAL – 31.18 CRORE	1)improving healthcare, drinking water and sanitation - 7.01crore 2)education and livelihood generation -11.19 crore 3)women empowerment and care for senior citizen and PWD’s - 1.08 crore 4) promotion of sports ,arts and culture-1.92crore 5) environmental sustainability – 2.20 crore 6) infrastructure and rural development -2.07 crore 7) expenditure as per CSR rules – 0.23crore TOTAL – 25.70 CRORE	1)improving healthcare, drinking water and sanitation - 5.7crore 2)education and livelihood generation -11.60 crore 3)women empowerment and care for senior citizen and PWD’s - 1.16crore 4) promotion of sports ,arts and culture-2.9crore 5) environmental sustainability – 3.6crore 6) infrastructure and rural development -2.68 crore 7) expenditure as per CSR rules – 1.2crore TOTAL – 29.05 CRORE	1)improving healthcare, drinking water and sanitation - 25.23crore 2)education and livelihood generation - 17.65crore 3)women empowerment and care for senior citizen and PWD’s - 4.40crore 4) promotion of sports ,arts and culture-7.66crore 5) environmental sustainability – 11.39crore 6) infrastructure and rural development -8.97 crore 7) expenditure as per CSR rules – .86crore TOTAL – 76.16 CRORE

Sources: Data collected as per Annual Reports of Respective Companies (from 2015-16 to 2019-20)

SENARIO NO 6

COMMON INITIATIVES UNDERTAKEN BY TOP 3 STEEL INDUSTRIES OF INDIA ARE AS FOLLOWS :-

TATA STEEL	JSW STEEL	STEEL AUTHORITY OF INDIA
Promotion of education	Promotion of education	Promotion of education
Promotion of livelihood	Promotion of livelihood	Promotion of livelihood
Environmental sustainability	Addressing environmental issues	Environmental sustainability
Promotion of sports	Promotion of sports	Promotion of sports
Rural and urban infrastructure	Rural and urban infrastructure	Rural and urban infrastructure

Sources :- from Annual report of respective companies (from 15-16 to 19-20)

SENARIO NO 7-

NO INITIATIVE UNDERTAKEN BY 3 STEEL INDUSTRIES :- (should be taken into consideration)

- Should provide more employment opportunities to women from rural area so that they could earn their living without depending on any one and to reduce level of poverty crisis .
- Should work more for school development programmes for girls education –“BETI BACHAO BETI PADHAO CAMPAIGN”
- Should take initiative to provide sanitary items for free for women for the purpose of workplace hygiene .
- Regarding promotion of sports,art and culture - women should be given an opportunity to participate in sports,art and cultural activities
- Should pay more attention towards sustainability of environment
- Regarding supply of technological incubator
- Should take an initiative of “ Digital India Campaign” in the backward area of the society so that children’s belonging to rural or acute rural area should get an opportunity to study in digital platform.

- Setting up Digital classroom in rural area for students of backward areas of the society as well as providing vocational training courses for women in rural area so that they could earn their living .
- Healthcare facilities (medical facilities)-to be provided to people of backward region of the society
- Should incur more expenditure towards addressing social inequalities as well as preserving national heritage

Sources: Data collected as per Annual Reports of Respective Companies (from 2015-16 to 2019-20)

SENARIO NO 8-

SUSTAINABLE DEVELOPMENT INITIATIVE UNDERTAKEN BY TOP 3 STEEL INDUSTRIES

TATA STEEL	JSW STEEL	SAIL
1) Application of life cycle assessment technology	1) Maintain the highest standards of safety and well being of all employees 2) Make a tangible difference in the lives of people in the areas surrounding our operation	1) Restoration and rehabilitation of degraded ecosystem is essential .
1) The continuous focus on sustainability has helped the operation of the company .	3) Improve energy efficiency and support de-carbonisation and circular economy 4) Guidelines which takes into consideration by company	2) Plants plays an important role in balancing ecosystem and function as carbon sink 3) Giving special thrust for plantation ,more than 4.4 lakhs of saplings have been planted during 2019-2020.
2) Global Wires division of the company was awarded “the green company gold rating“ for excellence in environmental management by CII GREEN BUSINESS CENTER .	5) Focussing on 17 goals for sustainable development 6) Improve gender parity in employment 7) Continue focussing on quality management and improve HSE matrix	
3) Jamshedpur works was awarded as “The green company star performer award “ for sustained excellence in environmental management	8) Continue focussing on quality management and improve HSE matrix	
4) In India as well as Europe to be recognized as 2 of the six sustainability champion by World Steel Association for 3 consecutive years .		

Sources: Data collected as per Annual Reports of Respective Companies (from 2015-16 to 2019-20)

SENARIO NO 9

CONTRIBUTIONS MADE BY THE COMPANIES DURING COVID -19 PANDEMIC PERIOD AS PER ANNUAL REPORTS FOR THE FY 2019-2020

- 1) **CONTRIBUTIONS MADE BY TATA STEEL DURING PANDEMIC PERIOD**
- 2) **CONTRIBUTIONS MADE BY JSW STEEL DURING PANDEMIC PERIOD**
- 3) **CONTRIBUTIONS MADE BY SAIL (STEEL AUTHORITY OF INDIA LIMITED)**

TATA STEEL	JSW STEEL	SAIL
1) Established 1200 beds and more than 100 dedicated critical care beds in JHARKHAND and ODISHA by Tata Steel Medical Services . 2) Testing laboratories established at Jamshedpur and 2 or more laboratories in Odisha . 3) Providing foods ,sustainable livelihoods to the communities and migrant labourer of the region .	1) Contribution to PM CARES FUND 2) Delivering medical support. 3) Delivering essential supplies 4) Providing meals	1) Contributing 5 crore rupees to PRIME MINISTER CITIZEN ASSISTANCE 2) Allocated 3 crore rupees to plants/units for augmenting facilities that contain COVID-19 outbreak . 3) Providing necessities such as distribution of dry ration packets ,providing mask ,gamchas ,aprons and gloves . 4) Participated activity in SWATCH BHARAT VIDYALAYA ABHIYAN 5) Empowerment of women and sustainable income generation

		6) Connectivity and water facilities in rural area & conservation of environment 7) Support to senior citizens 8) Support to sports, art and cultural events .
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**Sources: Data collected as per Annual Reports of Respective Companies (from 2015-16 to 2019-20)
CORPORATE SOCIAL RESPONSIBILITY VS CORPORATE SUSTAINABILITY :**

Let us discuss about how corporate social responsibility differs from corporate sustainability based upon 3 factors :

- 1) Vision
- 2) Target
- 3) Motivation

POINT OF DIFFERENCE	CSR	CORPORATE SUSTAINABILITY
VISION	Often looks backward and reflect on what company has done to contribute to the society	Corporate sustainability looks backward and develop a proper sustainable strategy for the future
TARGET	The targets of CSR are often opinion formers for example media ,politician and pressure groups	Whereas corporate sustainability looks at the whole value chain
MOTIVATION	To protect company's reputation	Focus on creating new opportunities for emerging markets

Despite of differences between these 2 concept , both CSR AND corporate sustainability focus on helping companies run in a way that allows them to be ethically profitable .

These two concepts are closely related . After all , corporate sustainability is a part of corporate social responsibilities .

After carefully analysing similarities and dissimilarities of Corporate Social Responsibilities and Corporate Sustainability , we understood that Corporate social responsibilities and corporate sustainability are distinct practices .However , when it comes to building a positive business reputation and long term success ,it is best to invest in both initiatives .

II. Recommendation :

Hence it is utmost essential to pay equal attention to Corporate social responsibility as well sustainability as both CSR and sustainability help both companies and as well as society.

From company point of view : it will help the company to build its brand image

From society point of view : society will also be benefitted by CSR Activities and therefore will lead to promote proper holistic environment in the future.

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