Corporate Social Responsibility Practices of Major Indian IT Sector Companies

P S Sreethamol

Assistant Professor on contract, P G & Research Department of Commerce, The Cochin College, Kochi (India)

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Corresponding Author
Email: sreethaanil5@gmail.com

ABSTRACT
Social responsibility becomes an essential part of the wealth making process of Indian companies. A company which is managed properly should boost the competitiveness of business and maximize the value of wealth creation to society. CSR is a concept where companies decide deliberately to contribute to a better society and a cleaner environment. It is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. Indian IT sector is one of the major contributors to Indian GDP. As the presence of CSR activities in the Indian IT sector shows the existence of the concept to contribute voluntarily for a better society and cleaner environment, this study looks at the Corporate Social Responsibility spending areas of Indian IT sector companies.

1. Introduction and Research Problem
In today's business world, the main “responsibility” for companies has historically been to make profit and increase share value. In other words, corporate financial responsibility had a small value. However, in the last decade, we witnessed a movement defining broader corporate responsibilities—for the environment, for local communities, for working conditions, and for ethical practices—has picked power and taken hold. Corporate Social Responsibility (also known as CSR, corporate conscience, and corporate citizenship) is the mixing of socially beneficial programs and practices into a corporation's business model and culture. CSR aims to multiply long-term profits for online and offline business by enabling them to become more efficient and attract positive attention for their efforts. The last decade of the twentieth century witnessed a shift infocus from charity and traditional philanthropy toward more direct engagement of business in mainstream development and concern for disadvantaged groups in the Indian society. Now companies in India realized that business cannot succeed in isolation and social progress is necessary for sustainable development. An ideal CSR practice has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well socio-economic status (Bajpai, 2001). Indian IT sector is one of the major contributor to GDP in India and the sector has increased its contribution to India’s GDP from 1.2% in 1998 to 7.7% in 2017 (NASSCOM, 2017). So Indian society need to get some benefit from in this sector other than contributions to economic development.

This paper attempts to answer the research questions as to identify the CSR spending areas of Indian IT sector companies.

1.1. Objectives
The study aims to understand the major spending areas attracting CSR practices of Indian IT sector companies.

1.2 Hypothesis
There is no significant difference in the spending areas of IT sector companies as part of Corporate Social Responsibility.

1.3 Methodology
The present study investigates the CSR spending areas of major NIFTY Indian IT sector companies by collecting the relevant information from the corporate disclosure in official websites.

Along with descriptive statistics, statistical tools such as averages, percentages, Chi-square and One way ANOVA were used.

1.4 Data Evaluation Criteria
The collected data were formed into tables by highlighting major three variables:

1. Company
2. Type of Company
3. CSR spending areas

2. Results
After observing the information from the official website of NIFTY listed IT companies the following results were obtained:
Companies mostly spend in spending areas of Major Indian IT sector companies. IT sector companies are spending more on Education, Health, Environment, and Livelihood. We can see there is not any base for CSR selection also. There is scope for further research in other different sectors also.

### References

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