

# CORPORATE SOCIAL RESPONSIBILITY: A COMPARATIVE STUDY OF ULTRATECH AND AMBUJA CEMENT MANUFACTURING COMPANIES IN INDIA

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## ABSTRACT

Corporate Social Responsibility (CSR, also called corporate conscience, corporate citizenship, social performance, or sustainable responsible business / responsible business) is a form of corporate self-regulation integrated into a business model. This study aims to evaluate CSR commitment of UltraTech Cement Ltd. and Ambuja Cement Ltd. across multiple social sectors in India. The study is based on secondary data obtained from the national CSR portal and annual reports of these companies for the years 2016-17 to 2020-21. The study explores the CSR spending patterns of the UltraTech Cement Ltd. and Ambuja Cement Ltd. across various categories such as education, health, environment, women empowerment, rural development, and others. The findings of the study reveal that both cement manufacturing companies focused their CSR activities primarily on education, healthcare, and rural development projects, while giving comparatively less importance to environmental sustainability and women empowerment. Additionally, the study highlights the diversity of CSR spend patterns among different companies and the implications of these spending patterns for sustainable development in the country.

**Keywords:** Corporate Social Responsibility (CSR), Social Sectors, Education, Health Care, Rural Development Projects, Environmental Sustainability and Women.

## INTRODUCTION

Corporate Social Responsibility (CSR, also called corporate conscience, corporate citizenship, social performance, or sustainable responsible business / responsible business) is a form of corporate self-regulation integrated into a business model. Section 135 of the Companies Act 2013 deals with the provisions of corporate social responsibility (CSR).

Enactment of Companies Act, 2013 by the Ministry of Corporate Affairs, Government of India was one of the world's largest experiments of introducing the CSR as a mandatory provision by imposing statutory obligation on companies to take up CSR projects towards social welfare activities. This has made India the only country which has regulated and mandated CSR for some select categories of companies registered under the act. This CSR Initiative will push the nation towards achievement of sustainable development goals and public-private partnership in transforming India.

## APPLICATION TO THE COMPANIES

Section 135 of the Companies Act, 2013 makes it mandatory for following companies having in immediately preceding financial year:

- Every company having net worth of rupees 500 crore or more, or
- Every company having turnover of rupees 1000 crore or more, or
- Every company having net profit of rupees 5 crore or more.

to comply with CSR provisions.

## CSR SPENDING

Every company which needs to comply with the CSR provisions have to spend 2% of the average net profits made during the preceding 3 years as per the CSR policy. The computation of net profit for CSR is as per Section 198 of the Companies Act, 2013.

## OVERVIEW OF CSR IN INDIA

Overview of CSR in India					
Year	Total No. of Companies	Total Amount Spent on CSR (₹ Crore)	States & UTs covered	Total No. of CSR Projects	Development Sectors
2016-2017	19555	14394.55	39	23064	14
2017-2018	21525	17098.57	39	26585	14
2018-2019	25181	20217.65	39	32071	14
2019-2020	22985	24965.82	38	35290	14
2020-2021	20840	26210.95	39	39324	14
2021-2022	18623	25932.79	40	42440	14

Source: National CSR Portal (<https://www.csr.gov.in/content/csr/global/master/home/home.html>)

This table provides an overview of CSR (Corporate Social Responsibility) in India from 2016-2017 to 2021-2022. It includes data on the total number of companies, the total amount spent on CSR activities, the states and union territories covered, the total number of CSR projects, and the development sectors involved.

From the data, we can observe the following trends:

- The total number of companies engaging in CSR has decreased gradually over the years, from 19,555 in 2016-2017 to 18,623 in 2021-2022.
- The total amount spent on CSR has shown an overall increasing trend, reaching its peak at ₹26,210.95 crore in 2020-2021.
- The number of states and union territories covered has remained constant at 39 for most years, except for 2019-2020 when it decreased to 38, and 2021-2022 when it increased to 40.
- The total number of CSR projects has steadily increased, with the highest number recorded in 2021-2022 at 42,440.
- The development sectors targeted by CSR activities have remained consistent at 14 sectors throughout the years.

These figures indicate the commitment of Indian companies towards fulfilling their social responsibilities and contributing to the development of various sectors in the country.

## REVIEW OF LITERATURE

**Kulkarni, M, Sanjay (2015):** in his research paper, “A study of the CSR policies and practices of Indian companies”, examine the examination of corporate social responsibility (CSR) policies and practices implemented by Indian companies. Corporate Social Responsibility (CSR) is a compulsory requirement as stipulated by section 135 of the corporations act. Certain firms prioritise their corporate social responsibility (CSR) initiatives in certain developed states like as Maharashtra and Tamil Nadu. Manufacturing enterprises provide a greater contribution to education, healthcare, and sanitization. The majority of corporations allocate their resources towards promoting sustainable economic development, while simultaneously prioritising healthcare. **Verma, A. & Kumar, V C. V. R. S. (2014):** in their research paper, “An Analysis of CSR Expenditure by Indian Companies”, has examined the corporate social responsibility (CSR) spending by Indian companies. This research examines whether Indian corporations adhere to the CSR spending requirements outlined in the corporations Act of 2013. The factors highlighted in the research include social and community services, environment and pollution control expenditures, and personnel welfare expenses. From 2001 to 2012, none of the firms allocated 2 percent of their profits towards corporate social responsibility (CSR) initiatives. Additionally, only one company undertook expenses for pollution and environmental control measures during the whole research period.

**Kishor, Neelakantan.** states that the implementation of the business act 2013 would result in a significant regulatory drive for CSR operations, which is obligatory for all companies operating in India. The author proposed a methodology for investors to assess firms' CSR endeavours, which relies on four crucial parameters: Integrity, strategic focus, efficiency, and transparency. **Kumar, R. M. (2013):** in his research paper, “Corporate Social Responsibility (Analysis of Select Indian Private and Public sector companies)”, the researcher examined the corporate social responsibility (CSR) initiatives undertaken by Reliance Industries Ltd. (a private company) and ONGC (a public sector company). Additionally, the researcher investigated the CSR policies and programmes implemented by the Indian government. The survey uncovered that although Indian public and private enterprises are endeavouring in the realm of corporate social responsibility (CSR), there is a need for more focus on CSR.

**Bansal, H. Parida, V. & Kumar, P. (2012):** in their research paper, “Emerging Trends Of Corporate Social Responsibility In India”, examined the annual reports of 30 firms from 11 industries listed on the Bombay Stock Exchange. The survey revealed that the firms nowadays are trying not just to gain profit but have also acknowledged the need of being social friendly. Today, there has been a shift in the direction of Social Responsibility. **Halabi, A. & Samy, M. (2009):** in their research paper, “Corporate social responsibility (CSR) reporting: a study of selected banking companies in Bangladesh”, they examine corporate social responsibility (CSR) reporting by banks in the developing economy of Bangladesh. This paper also aims to examine the users' perceptions relating to CSR disclosures issues. The study collected two types of data. First the annual reports of 20 selected banking companies, which are listed in Dhaka Stock Exchange (DSE), were considered. A

questionnaire was also used to investigate the level of users' understanding and their perception of CSR reporting. The principal findings are twofold: first, the study shows that the selected banking companies did some (albeit little) CSR reporting on a voluntary basis. Second, that the user groups are in favor of CSR reporting, and would like to see more disclosure. The current disclosures by the selected banks, However, are not ample at all to measure the social responsiveness of the organizations.

**Abdullahi, M. & Ali, A. (2018):** in their research paper, "Determinants of Corporate Social Responsibility In Nigerian Cement Industry", they examined the determinants of corporate social responsibility (CSR) of listed cement industry in Nigeria for the period of 2012-2016. The listed cement companies are five in numbers, which a sample of all the five (5) companies were used for the study. Specifically, the study examines the effect of profitability, firm size and dividend on CSR of the listed cement firms in Nigeria. The study adopted multiple regression techniques and data were collected from secondary source through annual reports and accounts of the firms. The findings of the study revealed that profitability, firm size and dividend paid positively and significantly influence the CSR practice of listed cement industry in Nigeria. It is recommended among others that the management should strive in making high economic profit, expanding the firm's assets, and also maintain a consistent dividend payment as it has been found empirically to be a determining factor for cement firms in Nigeria to embark on CSR. **Shabbir, M. & Wisdom, O.(2020):** in their research paper, "The relationship between corporate social responsibility, environmental investments and financial performance: evidence from manufacturing companies.", they found that the primary objective of the study is to ascertain the relationship between corporate social responsibility, environmental investments and financial performance in Nigerian manufacturing firms. The hypotheses are tested on internal environmental investments and external environmental investments on firm's financial performance. It further determines if there is a significant difference between the profitability of environmentally conscious and environmentally non-conscious firms in Nigeria. Descriptive analysis is used to explain the variables applied and panel regression analysis is used to find out if there exists a relationship between internal environmental investments (employee benefits, staff training cost), external environmental investments (donations) and firm's financial performance. The results indicate a positive and significant relationship exists between internal environmental investments and firm's financial performance. It is also found a positive but insignificant relationship between external environmental investments and firm's financial performance. Furthermore, paired sample t tests are used to reveal that there was a significant difference between the profitability of environmentally conscious and environmentally non-conscious firms. The finding of this study explains that firms with higher environmental investments have a higher profitability level than environmentally non-conscious firms.

**Dalwadi, P. & Japee, G.(2023):** in their research paper, "A Study of The Focus Areas Of The Top Ten CSR Contributing Companies In India", aims to investigate the focus areas of the

top ten corporate social responsibility (CSR) contributing companies in India. The search is based on secondary data obtained from the national CSR portal of these companies for the years 2016- '17 to 2020- '21. The study analyses the CSR spending patterns of these companies across various categories such as education, health, environment, women empowerment, rural development, and others. The findings of the study suggest that education and skill development, rural development, healthcare, and environmental sustainability were the most preferred areas of CSR spending among the top ten companies. Additionally, the study highlights the diversity of CSR spending patterns among different companies and the implications of these spending patterns for sustainable development in India. The study concludes that the focus areas of CSR spending of the top ten companies reflect the changing CSR landscape in India and the need for a more comprehensive and inclusive approach to CSR in the country.

## OBJECTIVES OF THE STUDY

- To study the evolution of CSR in India.
- To study the various CSR practices carried out by UltraTech Cement Ltd. and Ambuja Cement Ltd. companies in India.

## RESEARCH METHODOLOGY

The study is based on the data collected from the Annual Reports of **UltraTech Cement Ltd.** and **Ambuja Cement Ltd.** and various other sources such as official websites like department of Corporate Affairs ministry, national CSR portal, Newspaper Articles, journals, Research Papers, media reports and Magazine Articles. The analysis is based on 8 years of data from 2014-15 to 2021-22. The study adopts descriptive and analytical research design. The current study will follow a purposive sampling method, and focuses on a quantitative research method.

## EVOLUTION OF CSR IN INDIA

The most developed corporate social responsibility (CSR) convention in the world is in India. The notion of corporate social responsibility (CSR) is not new to India; in fact, it has its roots in Mauryan history, when thinkers like Chanakya stressed the need of morality and ethics in commercial dealings. Donating to the underprivileged and impoverished has been an informal form of corporate social responsibility (CSR) since ancient times. The value of sharing one's earnings with the underprivileged segment of society has been highlighted several times in Indian texts. Our culture of sharing and compassion is well ingrained.

The idea of corporate social responsibility was greatly aided by religion. Hindu businessmen received temples, night shelters for the underprivileged, and donations from their fellow believers. In Hinduism, the practice of charging a buyer a certain sum that is then donated to charity was known as Dharmada. It was called the Dharmada, or charity sum. Sikhs also adhered to Daashaant in the same way. A percentage of one's earnings must be donated to the impoverished as per the Zakaat legislation, which is part of Islam.



## FOUR MAIN PERIODS MAY BE IDENTIFIED IN THE DEVELOPMENT OF CSR IN INDIA:

CSR's early stages were spurred on by the selfless acts of philanthropists and charitable giving. Along with industrialization, it was influenced by culture, religion, family values, and customs. Rich merchants distributed their reserves to the community up to 1850 by building temples or other places of worship. Industrialist families such as the Tatas, Birlas, Modis, Godrej, Bajajs, and Singhanias, among others, supported this idea in the 1900s by establishing trusts for community development, educational and hospital facilities, and philanthropic organisations.

The industrialists were pressured to demonstrate their commitment to the betterment of society during the second phase of the independence movement. Mahatma Gandhi advocates for the wealthy and powerful entrepreneurs to distribute their money to the less fortunate segments of society.

In the third phase, which lasted from 1960 to 1980, the establishment of public sector organisations to guarantee equitable income distribution throughout the nation had an impact on CSR. Corporate misbehaviour was caused by the industrial licencing regime, excessive taxes, and private sector limitations. As a result, laws pertaining to labour, environmental, and corporate governance were supported.

Indian corporate organisations adopted CSR into a sustainable business strategy in the fourth phase, which began in 1980. There was an explosion in the nation's economic development in the 1990s as a result of globalisation, economic liberalisation, the removal of restrictions, and licencing requirements. This resulted in a stronger push for industrial expansion, which allowed the businesses to increase their social responsibility contributions.

In India nowadays, corporate social responsibility (CSR) is tackled in a more organised manner and goes beyond simple altruism and contributions. It now forms a crucial component of the business plan. Businesses have CSR teams that create targeted policies, plans, and objectives for their CSR initiatives and provide funds to support them.

### PHASES OF EVOLUTION OF CSR IN INDIA

<i>Phase 1</i>	<i>Phase 2</i>	<i>Phase 3</i>	<i>Phase 4</i>
<i>1850–1914</i>	<i>1910–60</i>	<i>1950–90</i>	<i>Since 1980/90</i>
Pure philanthropy and charity during industrialization; corporation is responsible to owners and managers only.	CSR as social development during the independence struggle; corporation is for owners, managers, and employees.	CSR under the “mixed economy paradigm”; corporation is responsible to owners, managers, and other target environments.	CSR in a globalized world in a “confused state”; corporation is responsible to owners, managers, other target environments, and public at large.



## DATA ANALYSIS AND INTERPRETATION

### CSR Financial Details of UltraTech Cement Ltd. for Last 8 years.

Year	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Prescribed CSR Amount (Rs. in Cr.)	61.51	57.82	53.36	58.81	61.18	73.72	63.50	103.00
Actual CSR Amount Spent Ltd (Rs. in Cr.)	44.46	50.89	54.15	60.71	74.96	120.68	124.51	103.00
Increase/Decrease	-17.05	-6.93	0.79	1.9	13.78	46.96	61.01	0
% Increase / Decrease as compare to Prescribed	-27.72	-11.99	1.48	3.23	22.52	63.70	96.08	0

Source: Company's CSR Reports

The table reveals the CSR Financial Details of UltraTech Cement Ltd. for Last 8 years as under:-

- In the year 2014-15, the prescribed CSR amount for UltraTech Cement Ltd. was Rs. 61.51 crore, but the actual CSR amount spent was Rs. 44.46 crore, resulting in a decrease of Rs. 17.05 crore. This represents a decrease of 27.72% compared to the prescribed amount.
- In the year 2015-16, the prescribed CSR amount for UltraTech Cement Ltd. was Rs. 57.82 crore, and the actual CSR amount spent was Rs. 50.89 crore. This represents a decrease of Rs. 6.93 crore, or 11.99% compared to the prescribed amount.
- In the year 2016-17, the prescribed CSR amount for UltraTech Cement Ltd. was Rs. 53.36 crore, and the actual CSR amount spent was Rs. 54.15 crore. This represents an increase of Rs. 0.79 crore, or 1.48% compared to the prescribed amount.
- In the year 2017-18, the prescribed CSR amount for UltraTech Cement Ltd. was Rs. 58.81 crore, and the actual CSR amount spent was Rs. 60.71 crore. This represents an increase of Rs. 1.9 crore, or 3.23% compared to the prescribed amount.

- In the year 2018-19, the prescribed CSR amount for UltraTech Cement Ltd. was Rs. 61.18 crore, and the actual CSR amount spent was Rs. 74.96 crore. This represents an increase of Rs. 13.78 crore, or 22.52% compared to the prescribed amount.
- In the year 2019-20, the prescribed CSR amount for UltraTech Cement Ltd. was Rs. 73.72 crore, and the actual CSR amount spent was Rs. 120.68 crore. This represents an increase of Rs. 46.96 crore, or 63.70% compared to the prescribed amount.
- In the year 2020-21, the prescribed CSR amount for UltraTech Cement Ltd. was Rs. 63.50 crore, and the actual CSR amount spent was Rs. 124.51 crore. This represents an increase of Rs. 61.01 crore, or 96.08% compared to the prescribed amount.
- In the year 2021-22, both the prescribed and actual CSR amounts for UltraTech Cement Ltd. were Rs. 103.00 crore, resulting in no change.

These figures show the fluctuations in the actual CSR amounts spent by UltraTech Cement Ltd. compared to the prescribed amounts over the years. While there were decreases in some years, there were significant increases in others, with the highest increase recorded in 2020-21 at 96.08%.

#### UltraTech Cement Ltd. Development Sector wise CSR Spend Amount

Sector	Year & Expenditure								in Cr.	in Cr.
	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	Total Sector wise	Average Sector wise
<b>Education</b>	12.86	12.10	17.96	28.70	36.02	42.04	32.66	40.04	<b>222.38</b>	<b>27.80</b>
<b>Health</b>	9.76	14.56	9.99	9.29	7.47	15.04	19.03	30.78	<b>115.92</b>	<b>14.49</b>
<b>Environment and livelihood</b>	3.58	2.45	2.10	4.09	4.03	5.70	2.83	6.70	<b>31.48</b>	<b>3.94</b>
<b>Rural Development projects</b>	13.53	13.70	16.66	11.72	18.39	30.60	11.88	11.08	<b>127.56</b>	<b>15.95</b>
<b>Social Empowerment</b>	1.32	1.64	2.17	1.62	1.73	19.98	0.74	3.61	<b>32.81</b>	<b>4.10</b>
<b>Disaster Relief Programs and others</b>	0.00	0.00	0.00	0.00	0.00	0.00	50.24	0.00	<b>50.24</b>	<b>6.28</b>
<b>Protection of heritage, art and culture</b>	0.63	3.41	2.27	2.41	4.41	8.44	0.05	0.00	<b>21.62</b>	<b>2.70</b>
<b>Overheads</b>	2.78	3.03	3.00	2.88	2.91	2.71	2.98	2.19	<b>22.48</b>	<b>2.81</b>
<b>Total Year Wise</b>	<b>44.46</b>	<b>50.89</b>	<b>54.15</b>	<b>60.71</b>	<b>74.96</b>	<b>124.51</b>	<b>120.41</b>	<b>94.40</b>	<b>624.49</b>	<b>78.06</b>

The table revealed the sector-wise CSR spend amount of Ultratech Development from 2014-15 to 2021-22. Here is the breakdown of the data:

- Education: The CSR spend in the education sector ranged from 12.86 Cr. in 2014-15 to 40.04 Cr. in 2021-22, with a total spend of 222.38 Cr. The average spend per year in this sector is 27.80 Cr.



- **Health:** The CSR spend in the health sector ranged from 9.76 Cr. in 2014-15 to 30.78 Cr. in 2021-22, with a total spend of 115.92 Cr. The average spend per year in this sector is 14.49 Cr.
- **Environment and livelihood:** The CSR spend in the environment and livelihood sector ranged from 3.58 Cr. in 2014-15 to 6.70 Cr. in 2021-22, with a total spend of 31.48 Cr. The average spend per year in this sector is 3.94 Cr.
- **Rural Development projects:** The CSR spend in rural development projects ranged from 13.53 Cr. in 2014-15 to 18.39 Cr. in 2021-22, with a total spend of 127.56 Cr. The average spend per year in this sector is 15.95 Cr.
- **Social Empowerment:** The CSR spend in social empowerment ranged from 1.32 Cr. in 2014-15 to 19.98 Cr. in 2019-20, with a total spend of 32.81 Cr. The average spend per year in this sector is 4.10 Cr.
- **Disaster Relief Programs and others:** In 2020-21, Ultratech Development spent 50.24 Cr. on disaster relief programs and other initiatives.
- **Protection of heritage, art, and culture:** The CSR spend in the protection of heritage, art, and culture sector ranged from 0.63 Cr. in 2014-15 to 8.44 Cr. in 2019-20, with a total spend of 21.62 Cr. The average spend per year in this sector is 2.70 Cr.
- **Overheads:** The CSR spend on overheads ranged from 2.78 Cr. in 2014-15 to 2.98 Cr. in 2020-21, with a total spend of 22.48 Cr. The average spend per year on overheads is 2.81 Cr.
- **Overall,** Ultratech Cement Ltd. has spend a total of 624.49 crores on CSR activates across all sectors in the Eight years from 2014 to 2022, with an average annual CSR spend amount of 78.06 crores. The highest spend amount is in the year 2019-20 with 124.51 crores, followed by 2020-21 with 120.41 crores.

**CSR Financial Details of Ambuja Cement Ltd. for Last 8 years.**

Year	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Prescribed CSR Amount (Rs. in Cr.)	34.00	34.64	29.78	27.74	25.46	26.71	30.90	36.57
Actual CSR Amount Spent (Rs. in Cr.)	38.40	40.98	59.37	58.79	53.46	62.57	53.97	64.41
Increase/Decrease	4.4	6.34	29.59	31.05	28	35.86	23.07	27.84
% Increase / Decrease as compare to Prescribed.	12.94	18.30	99.36	111.93	109.98	134.26	74.66	76.13

Source: Company's CSR Reports

The table reveals the CSR Financial Details of Ambuja Cement Ltd. for Last 8 years as under:-

- In the year 2014-15, the prescribed CSR amount for Ambuja Cement Ltd. was Rs. 34.00 crore, and the actual CSR amount spent was Rs. 38.40 crore. This represents an increase of Rs. 4.4 crore or 12.94% compared to the prescribed amount.
- In the year 2015-16, the prescribed CSR amount was Rs. 34.64 crore, and the actual CSR amount spent was Rs. 40.98 crore. This represents an increase of Rs. 6.34 crore or 18.30% compared to the prescribed amount.
- In the year 2016-17, the prescribed CSR amount was Rs. 29.78 crore, and the actual CSR amount spent was Rs. 59.37 crore. This represents an increase of Rs. 29.59 crore or 99.36% compared to the prescribed amount.
- In the year 2017-18, the prescribed CSR amount was Rs. 27.74 crore, and the actual CSR amount spent was Rs. 58.79 crore. This represents an increase of Rs. 31.05 crore or 111.93% compared to the prescribed amount.
- In the year 2018-19, the prescribed CSR amount was Rs. 25.46 crore, and the actual CSR amount spent was Rs. 53.46 crore. This represents an increase of Rs. 28 crore or 109.98% compared to the prescribed amount.
- In the year 2019-20, the prescribed CSR amount was Rs. 26.71 crore, and the actual CSR amount spent was Rs. 62.57 crore. This represents an increase of Rs. 35.86 crore or 134.26% compared to the prescribed amount.
- In the year 2020-21, the prescribed CSR amount was Rs. 30.90 crore, and the actual CSR amount spent was Rs. 53.97 crore. This represents an increase of Rs. 23.07 crore or 74.66% compared to the prescribed amount.
- In the year 2021-22, the prescribed CSR amount was Rs. 36.57 crore, and the actual CSR amount spent was Rs. 64.41 crore. This represents an increase of Rs. 27.84 crore or 76.13% compared to the prescribed amount.

These figures show the increase in the actual CSR amounts spent by Ambuja Cement Ltd. compared to the prescribed amounts over the years. There has been a significant increase in most years, with the highest increase recorded in 2017-18 at 111.93%.

#### Ambuja Cement Ltd. Development Sector wise CSR Spend Amount

Sector	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	in Cr.	in Cr.
									total Sector wise	average Sector wise
<b>Sanitation &amp; Health</b>	22.06	14.14	15.82	15.59	18.62	18.38	16.01	15.64	<b>136.26</b>	<b>17.03</b>
<b>Education</b>	3.36	7.73	29.39	19.81	14.36	17.06	15.95	21.47	<b>129.13</b>	<b>16.14</b>
<b>Women Empowerment</b>	0.66	1.39	0.91	1.6	1.67	2.14	1.96	1.67	<b>12.00</b>	<b>1.50</b>
<b>Environmental Sustainability</b>	0.04	7.77	6.74	6.06	7.28	8.73	6.23	3.59	<b>46.44</b>	<b>5.81</b>
<b>Training to promote sports</b>	0.27	0.01	0	0	0.26	0	0	0	<b>0.54</b>	<b>0.07</b>

Prime Minister's National Relief/Donations/Covid Pandemic	0	0.37	0	0.15	0.29	0.1	2.78	6.36	<b>0.80</b>	<b>0.10</b>
Rural Development/Infrastructure Project	8.09	8.01	5.51	9.2	9.64	14.57	9.38	13.56	<b>77.96</b>	<b>9.75</b>
Protection of national heritage, art and culture	0	0	0	5	0.00	0.00	0.00	0.00	<b>5.00</b>	<b>0.63</b>
Others	0	0	0	0	0.00	0.00	0.00	0.25	<b>0.25</b>	<b>0.03</b>
Over Heads	3.92	1.56	1	1.38	1.34	1.59	1.66	1.87	<b>14.32</b>	<b>1.79</b>
<b>Total Year Wise</b>	<b>38.40</b>	<b>40.98</b>	<b>59.37</b>	<b>58.79</b>	<b>53.46</b>	<b>62.57</b>	<b>53.97</b>	<b>64.41</b>	<b>431.95</b>	<b>53.99</b>

The table revealed the sector-wise CSR spend amount of Ambuja Cement Ltd. Development from 2014-15 to 2021-22. Here is the breakdown of the data:

- Sanitation & Health: The CSR spend in the sanitation & health sector ranged from 22.06 Cr. in 2014-15 to 15.64 Cr. in 2021-22, with a total spend of 136.26 Cr. The average spend per year in this sector is 17.03 Cr.
- Education: The CSR spend in the education sector ranged from 3.36 Cr. in 2014-15 to 21.47 Cr. in 2021-22, with a total spend of 129.13 Cr. The average spend per year in this sector is 16.14 Cr.
- Women Empowerment: The CSR spend in women empowerment ranged from 0.66 Cr. in 2014-15 to 2.14 Cr. in 2019-20, with a total spend of 12.00 Cr. The average spend per year in this sector is 1.50 Cr.
- Environmental Sustainability: The CSR spend in environmental sustainability ranged from 0.04 Cr. in 2014-15 to 8.73 Cr. in 2019-20, with a total spend of 46.44 Cr. The average spend per year in this sector is 5.81 Cr.
- Training to promote sports: Ambuja Development spent 0.54 Cr. on training to promote sports.
- Prime Minister's National Relief/Donations/Covid Pandemic: Ambuja Development spent 0.80 Cr. on Prime Minister's National Relief, Donations, and Covid Pandemic initiatives.
- Rural Development/Infrastructure Project: The CSR spend in rural development/infrastructure projects ranged from 8.09 Cr. in 2014-15 to 14.57 Cr. in 2019-20, with a total spend of 77.96 Cr. The average spend per year in this sector is 9.75 Cr.
- Protection of national heritage, art, and culture: Ambuja Development spent 5.00 Cr. on the protection of national heritage, art, and culture.
- Others: Ambuja Development spent 0.25 Cr. on other CSR initiatives.

- Overheads: The CSR spend on overheads ranged from 3.92 Cr. in 2014-15 to 1.87 Cr. in 2021-22, with a total spend of 14.32 Cr. The average spend per year on overheads is 1.79 Cr.
- The grand total CSR spent amount for all sectors during this period was 431.95 crores, with an average annual CSR spent amount of 53.99 crores. The highest CSR spent amount was in the year 2021-22, with a total amount of 64.41 crores.

In conclusion, the table demonstrates Ambuja Cements Ltd.'s commitment to various development sectors through its CSR initiatives, with a significant focus on education, health care, and rural development projects.

Overall, Both cement manufacturing companies focused their CSR activities primarily on education, health care, and rural development projects, while giving comparatively less importance to environmental sustainability and women empowerment. However, there is some variation in the sectors that received CSR funds among both these companies, with UltraTech Cement Ltd. being the top spender in most of the development sectors.

## FINDINGS

UltraTech Cement Ltd. has consistently maintained the highest CSR expenditure with an average expenditure of ₹78.06 crores. Ambuja Cements Ltd. follows closely with an average expenditure of ₹53.99 crores.

We can observe that the development sectors with the highest average CSR spent amount by the UltraTech Cement Ltd. and Ambuja Cements Ltd. are education, health care, and rural development projects. These three sectors alone account for a significant portion of the total CSR spending. We can also see that environmental sustainability, women empowerment, art and culture, conservation of natural resources, and training to promote sports are other sectors where the companies have made notable contributions. However, some sectors, such as agro forestry, gender equality, and socio-economic inequalities, have received minimal CSR spending from the companies. Interestingly, there are also specific funds that have received CSR spending, such as the prime minister's national relief fund and other central government funds.

Overall, the UltraTech Cement Ltd. and Ambuja Cements Ltd. are actively engaging in corporate social responsibility and investing in various development sectors. However, there is room for improvement in some areas, and it is essential for companies to continue to assess their CSR activities and impact on society.

## SUGGESTIONS

Based on the research paper provided, here are some suggestions:

- UltraTech Cement Ltd. and Ambuja Cements Ltd. have consistently spent a significant amount on CSR activities every year, I suggest that both companies should maintain consistency in its CSR spending to create a positive impact on society.

- Education, health care, and rural development projects are the three sectors that receive the most CSR funding across all companies. This suggests that these sectors are considered important by the companies, and they should continue to prioritize them in their CSR activities.
- Gender equality and socio-economic inequalities have received very little funding from all companies. It is important for companies to address these issues in their CSR activities and allocate more funds to them.
- Environmental sustainability is an area that UltraTech Cement Ltd. should focus on more. While Ambuja Cements Ltd., have invested significantly in this sector. Given the urgency of climate change and other environmental issues, it is crucial for companies to take more action in this area.
- Additionally, investing in vocational skills, agro-forestry, and safe drinking water would be a step in the right direction.
- Finally, companies should consider collaborating with each other and with government organizations to leverage their CSR efforts and maximize their social impact. For example, they could pool their resources to support large-scale development projects or work together to address common social issues.

## 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 UltraTech Cement Ltd. and Ambuja Cements Ltd. are tremendously contributing towards the benefit of the society through their various CSR sector/projects/programmes. They are focusing mainly on Education, health care, and rural development projects.

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