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# India Corporate Invest Rs. 1.27 Lakh Cr in CSR Activities in Five Years: Fulcrum Report

Fulcrum recently published a report on CSR, detailing the overall impact and investments made in CSR projects in the country over the past five years (2018 – 2023).



by **INDIA CSR** — 7 months ago in **Corporate Social Responsibility** Reading Time: 6 mins read



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## Fulcrum Report Highlights Significant Growth in CSR Investments Over Five Years

**NEW DELHI (India CSR):** Over the past five years, corporate entities have collectively spent approximately Rs. 1.27 lakh crore (around 15.47 billion USD) on CSR activities. This substantial investment underscores the commitment of businesses to fulfilling their social and environmental responsibilities. The funds have been directed towards a diverse range of initiatives, including Education, Healthcare, Poverty Alleviation, Environmental Sustainability, and Community Development. This significant expenditure reflects the growing recognition among corporations of the importance of contributing to societal well-being and sustainable development.

## A Comprehensive Analysis of CSR Impact and Trends from 2018 to 2023

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**Fulcrum – Capitalising CSR**, a leading advisory, consulting, and research firm in the CSR and social sector based in Gujarat, recently published a comprehensive report detailing the overall impact and investments made in CSR projects across India over the past five years. The report reveals significant growth and evolving trends in corporate social responsibility (CSR) activities, reflecting increased corporate commitment to social and environmental causes.



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This report comprehensively covers the crucial CSR data and funds expended by companies over the past five years, from 2018 to 2023. It includes detailed analysis of the CSR expenditures, trends, and patterns during this period. The data has been meticulously compiled and special care has been taken to ensure accuracy and reliability.

This report aims to provide a clear and detailed picture of CSR activities, helping stakeholders understand how companies have allocated and utilized their CSR funds for social and environmental initiatives & thus leading to the overall development of Bharat. This is a comprehensive report and not restricted to a limited number of Companies.

#### Key Insights from Fulcrum CSR Report (2018-2023)

##### Total CSR Investment

₹1.27 Lakh Crore invested in CSR projects over the last five years.

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## Key Insights from Fulcrum CSR Report (2018-2023)

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A 48% increase in CSR spending over the past five years, with a 13% rise from the previous year (FY 2021-2022).

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### Regional Distribution

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10 states which received highest and lowest CSR investments.

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### Top CSR Spenders

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List of top 5 companies that have consistently ranked among the top 10 CSR spenders over the past five years.

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### Priority SDGs

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The top 3 priority SDGs for corporates.

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### Thematic Areas

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Top 5 thematic areas with the highest CSR spending.

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### Growth in Thematic Areas

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A 65% growth in Education, Differently-Abled, and Livelihood projects;

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A 57% increase in Health projects;

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A 71% rise in Environmental projects;

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An 18% increase in Rural Development projects;

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A 152% increase in donations to the PM National Relief Fund (PMNRF) over the past five years.

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### COVID-19 Impact

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Contributions to the PMNRF increased during the COVID-19 pandemic.

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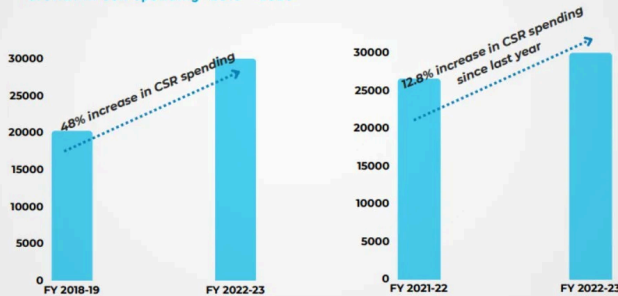
### Increase in CSR Projects

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A 62% increase in the total number of CSR projects over the past five years.

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### Growth in CSR Spending: 2018 - 2023



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## Significant Increase in CSR Investments

According to the Fulcrum report, a staggering Rs. 1.27 lakh crore has been invested in CSR projects over the last five years. “We have witnessed a 48% increase in CSR spending over this period, with a notable 13% rise from the previous year (FY 2021-2022),” the report states. This surge underscores the growing emphasis on CSR among Indian corporations, aiming to create a positive impact on society and the environment.

## Regional Distribution of CSR Investments

The report also highlights the regional distribution of CSR investments, identifying the ten states that received the highest and lowest CSR contributions. “Understanding the regional allocation of CSR funds helps in identifying areas that require more attention and resources,” Fulcrum emphasizes. This data is crucial for strategizing future CSR initiatives to ensure balanced and equitable development across the country.

## Top Corporate Contributors

The report lists the top five companies that have consistently ranked among the top ten CSR spenders over the past five years. These companies have set a benchmark for corporate responsibility and have played a pivotal role in driving the CSR agenda in

Here is the table representing the five companies that have consistently ranked in the list of top 10 CSR spenders over the past five years:

Sr. No.	Name of the Company	2018-19	2019-20	2020-21	2021-22	2022-23	Total
1	Reliance Industries Ltd.	849	909	922	812	743	4,235
2	Tata Consultancy Services Ltd.	434	602	674	720	774	3,204
3	HDFC Bank Ltd.	444	535	634	723	803	3,139
4	Oil And Natural Gas	587	582	531	436	454	2,590

Sr. No.	Name of the Company	2018-19	2019-20	2020-21	2021-22	2022-23	Total
5	Infosys Ltd.	342	360	362	344	390	1,798

Source: Fulcrum report.

## Focus on Sustainable Development Goals (SDGs)

Corporates have shown a keen focus on specific Sustainable Development Goals (SDGs). “The top three priority SDGs for corporates include Quality Education, Good Health and Well-being, and Climate Action,” the report reveals. Aligning CSR activities with these SDGs reflects a strategic approach to addressing pressing global challenges through targeted interventions.

## Thematic Areas of CSR Spending

The report identifies the top five thematic areas with the highest CSR spending. Education, Differently-Abled and Livelihood projects have seen a 65% growth; Health projects have increased by 57%; Environmental projects have risen by 71%; Rural Development projects have seen an 18% increase; and donations to the PM National Relief Fund (PMNRF) have surged by 152% over the past five years. These statistics highlight the diverse focus areas of CSR initiatives, aimed at addressing a wide range of societal needs.

## Impact of the COVID-19 Pandemic

The COVID-19 pandemic significantly influenced CSR contributions, particularly to the PMNRF. “Contributions to the PMNRF increased during the pandemic, reflecting the corporate sector’s responsiveness to national crises,” the report states. This trend underscores the role of CSR in disaster response and relief efforts.

## Growth in CSR Projects

The total number of CSR projects has also seen a substantial increase. “There has been a 62% increase in the total number of CSR projects over the past five years,” Fulcrum highlights. This growth indicates an expanding scope of CSR activities and a heightened commitment to addressing various social and environmental issues.

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## Detailed Insights and Future Directions

Fulcrum's report provides detailed insights into the evolving landscape of CSR in India. "Our analysis of CSR trends and investments over the past five years offers valuable insights for companies, policymakers, and stakeholders involved in CSR activities," Fulcrum states. The report serves as a critical resource for understanding the impact of CSR initiatives and guiding future efforts to maximize their effectiveness.

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