CSRBOX

CSR & Education Projects in India (FY2019)

April 2020

An analysis of CSR portfolio of 600 large companies in India

About Us

CSRBOX

CSRBOX is India's leading CSR knowledge and impact intelligence driven partnership platform for the development community. It serves as an enabler, encouraging collaboration and partnerships between CSR stakeholders. At CSRBOX, we are committed to the idea of advancing social impact and change. Whether you are a Donor agency looking to invest in transformative and sustainable projects or an implementation leader dedicated to accomplish your organization's goals, CSRBOX can help you achieve your objectives. With years of experience in working on social development projects with nonprofits, corporate and social enterprises, we excel in catalyzing the vibrant social transformation movement in India by driving collaborations and partnerships for good. With research, strategy and designing tailored programs in the CSR ecosystem, we help our clients solve their most challenging issues. For more information, please visit us at : www.csrbox.org

IndiGive Foundation

IndiGive Foundation is a registered Section 8 (not for profit) company under the Companies Act, 2013. It is the philanthropic arm of CSRBOX, India's largest CSR and social impact platform.

The Foundation is guided by the philosophy of collaborative ecosystem for social sector where each collaborator plays a vital role to achieve social impact. The Foundation works as program creator and aggregator for grass-root non-profits where hub and spoke approach is followed to design and implement projects. For more information, please visit us at: www.indigive.org

Impact XPA

The 'Impact Experience Centre & Academy (Impact XPA) is an 'under the one roof' experience of impact-oriented projects, innovations, technology, best-in-class products and services in the Indian development context. It is a physical cum visualized near to 'on-field' demonstration of potential use of innovative project design/ products and technology to connect with the real problems and finding the best-fit solutions in a customized design and delivery approach. For more information, please visit us at: www.impactxpa.in

Credits

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Contents

Education enriches people's understanding of themselves and the world. It provides them with knowledge, scientific temperament and necessary life skills, while leading to holistic development of personality. It opens up multiple avenues for a meaningful and sustainable livelihood and provides opportunities to grow individually as well as contribute to the nation's growth. It's thus one of the most important social sector which shapes our development landscape.

Through this report, we bring to you the key insights of the CSR contribution to the education sector in the financial year 2018-2019. Our research comprises of analysis across industry types, company types, geography, scale of projects, identifying the key sub-thematic areas, evaluating the performance in aspirational districts and the trends in SDG reporting. We further closely investigate the patterns of CSR expenditure across the key sub-thematic areas of educational infrastructure, EdTech, skill development & vocational training, scholarship programmes, girl education. The analysis is conducted for 613 companies which contributed to CSR in FY 2019 through around 8501 projects and a consolidated commitment of INR 12143.77 Cr.

Our Research

613 Companies

8501 CSR Projects

INR 12144 Cr. CSR Fund
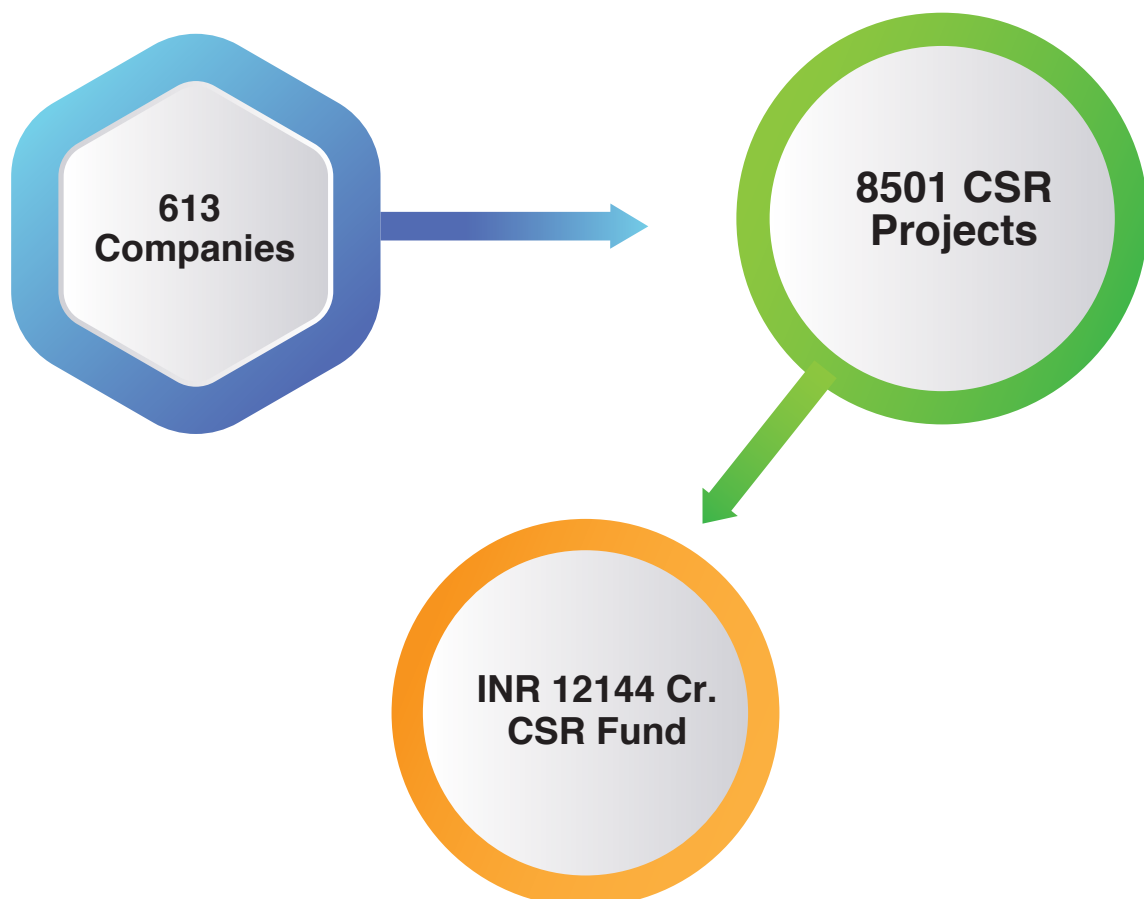
CSR Funding in Education

In the year 2018-19, 542 companies contributed to the projects in education domain through CSR funding of INR 3127 Cr. The contribution remains diverse, coming from 37 industrial sectors, being channelized to 2053 projects. Out of the total funding, INR 450.20 Cr. is dedicated towards the aspirational districts.

542 Companies

INR 3127 Cr. Funding

37 Industrial Sector

2055 Projects

233 Aspirational District Project
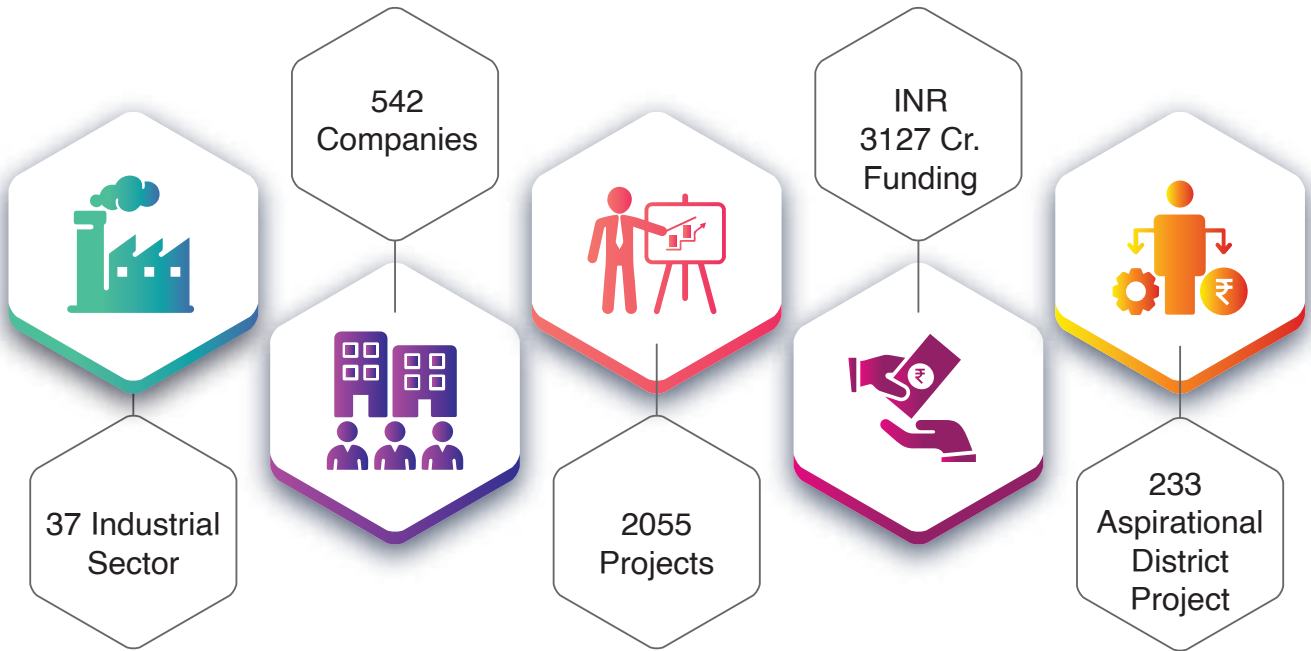
Share of companies in funding
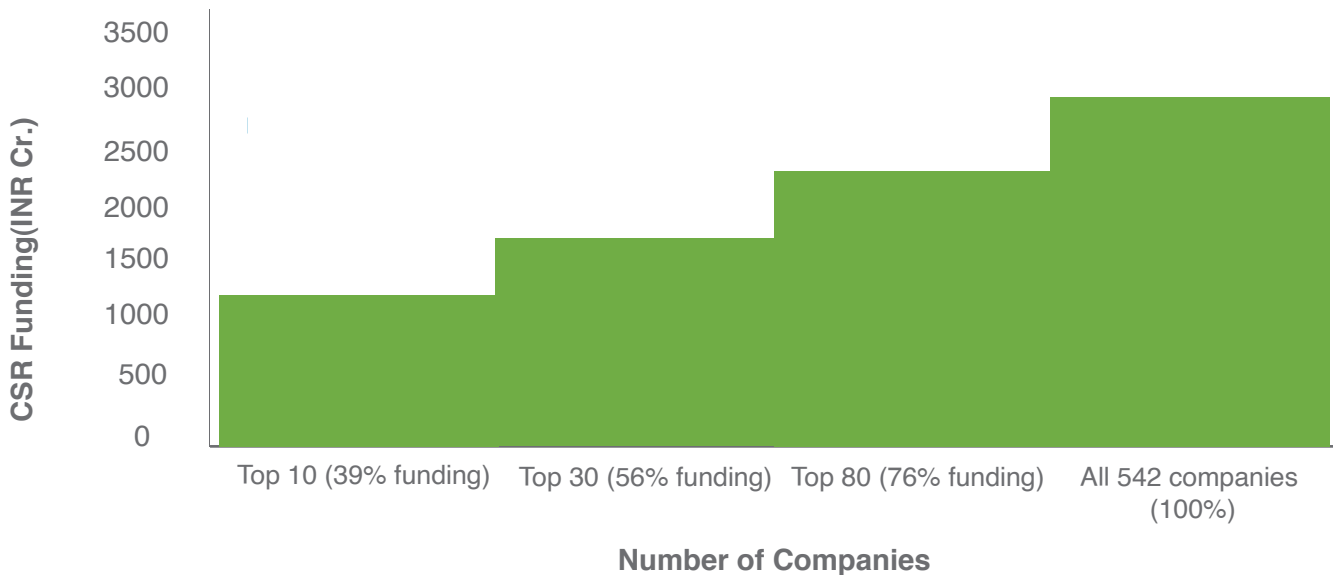
Top 80 companies contribute to about 75% of the total CSR contribution in educational sector.

List of top 10 companies contributing to education sector

Sr. No.	Top ten company names	Amount Spent on educational project (INR Cr.)
1	Reliance Industries Limited	526.66
2	NTPC Limited	132.03
3	Wipro Limited	123.52
4	Infosys Limited	95.25
5	Mahanadi Coalfields Limited	69.41
6	Tata Steel Limited	66.52
7	Hindustan Zinc Limited	51.4
8	HDFC Bank Limited	48
9	Housing Development Finance Corporation Limited	44.26
10	Mahindra and Mahindra Limited	40.76

Budget range wise number of projects and share in CSR funding

Legend: ■ Number of Projects   ■ Amount (INR Cr.)

X-axis: 100 Cr. <   50-100 Cr. <   20-50 Cr. <   5-20 Cr. <   1-5 Cr. <   0.25-1 Cr. <   <0.25 Cr. <

Budget range wise number of projects and share in CSR funding

CSR Funding (in INR Cr.)

Legend:
- <0.25 Cr.
- 0.25- 1 Cr.
- 1-5 Cr.
- 5-20 Cr.
- 20-50 Cr.
- 50-100 Cr.
- 100 Cr. <
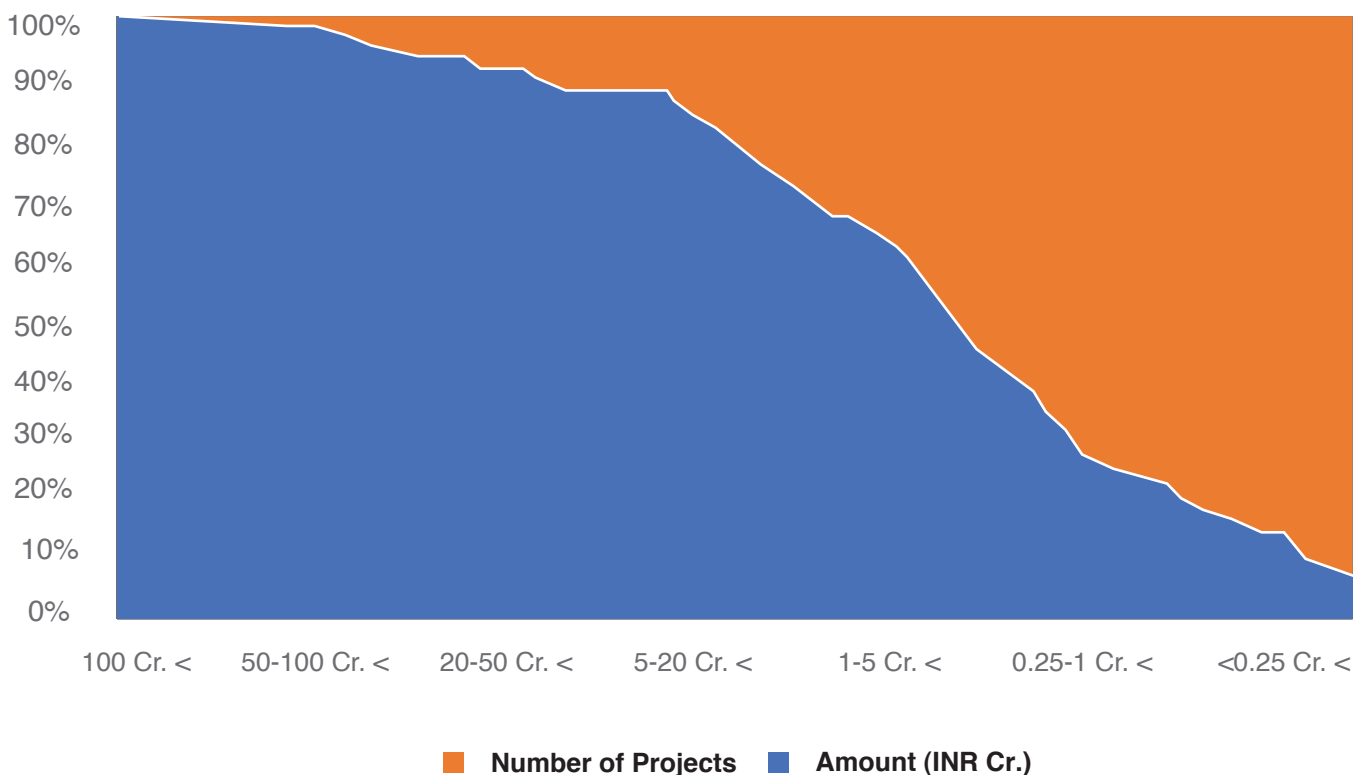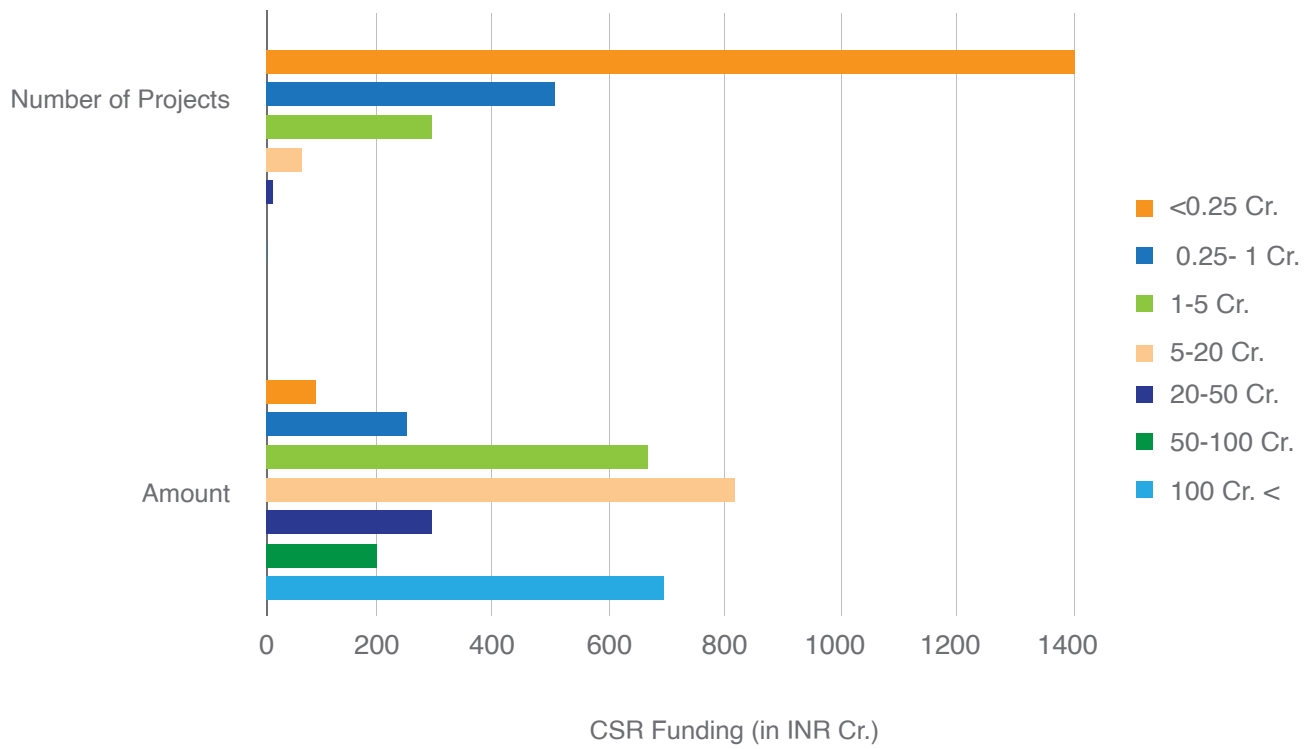
How do Industrial Sectors fare in the CSR Projects in Education

Industrial sector wise CSR contribution in education

- Oil, Drilling, Lubricants & Petrochemicals
- Banking & Finance
- Power and Heavy Engineering
- Healthcare & Pharmaceuticals
- Cables & Telecommunications
- Others
- Computer Software/ IT
- Metals, Mining & Mineral
- Auto & Auto Ancillaries
- Miscellaneous
- Construction, Contracting & Infrastructure

Pie chart values: 23%, 15%, 13%, 12%, 7%, 6%, 4%, 3%, 3%, 3%, 11%
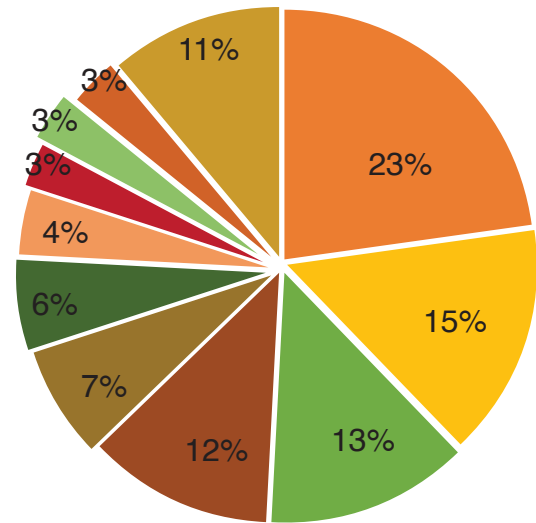
Industrial sector wise scale of projects

Metals, Minings & Mineral
- Number of Projects
- CSR Funding (INR Crs.)

Banking & Finance
- Number of Projects
- CSR Funding (INR Crs.)

Computer Software / IT
- Number of Projects
- CSR Funding (INR Crs.)

Oil, Drilling, Lubricants & Petrochemicals
- Number of Projects
- CSR Funding (INR Crs.)

Axis: 0, 100, 200, 300, 400, 500, 600, 700, 800

Legend: <0.25 | 0.25-1 Cr. | 1-5 Cr. | 5-20 Cr. | 20-50 Cr. | 50-100 Cr. | 100 Cr. <
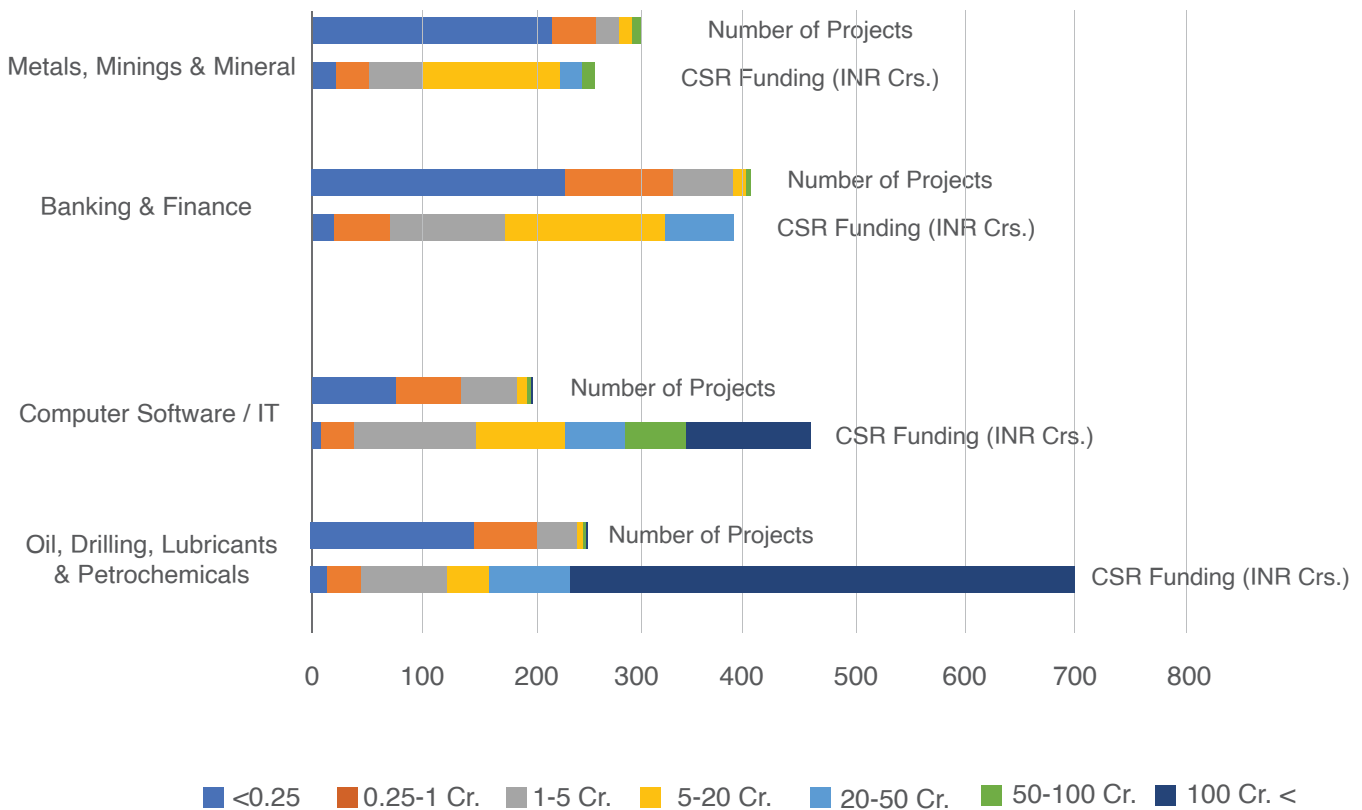
Geographic spread of CSR initiatives in education

Legend: CSR Funding (in INR Cr.) ■ Number of Projects ■

States (top to bottom): Assam, Kerala, Bihar, Uttarakhand, Jharkhand, Madhya Pradesh, Andhra Pradesh, Tamil Nadu, Odisha, Telangana, Haryana, Delhi, West Bengal, Uttar Pradesh, Gujarat, Rajasthan, Karnataka, Maharashtra

X-axis: 0, 200, 400, 600, 800, 1000, 1200, 1400
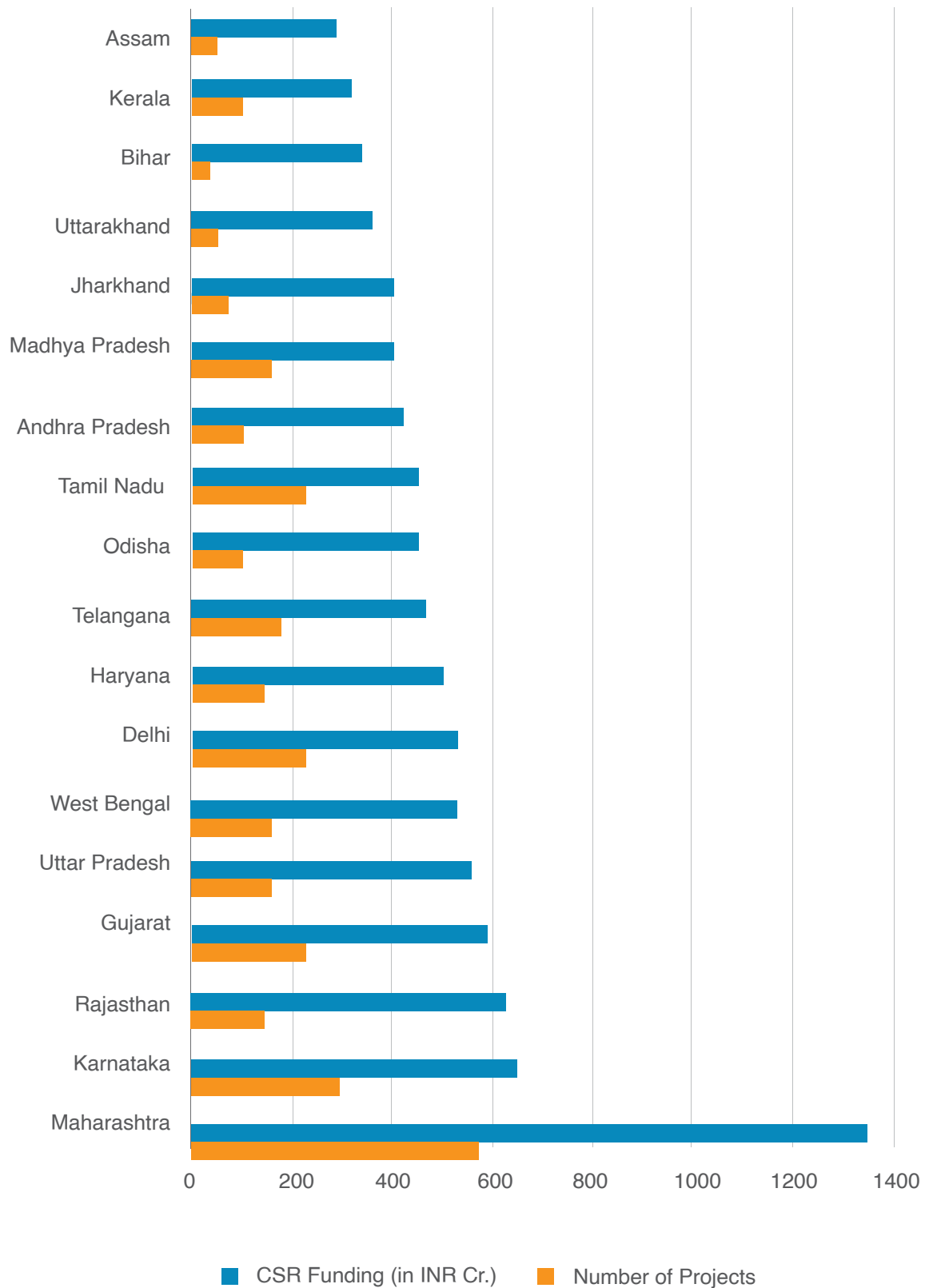
Geographic scale of CSR projects in education

Number of Projects (y-axis)

- Multi State, 2262
- Single State, 1859
- Pan- India, 15
- Not Mentioned/Not Available, 52

● Scale of Funding

Geographic Scale
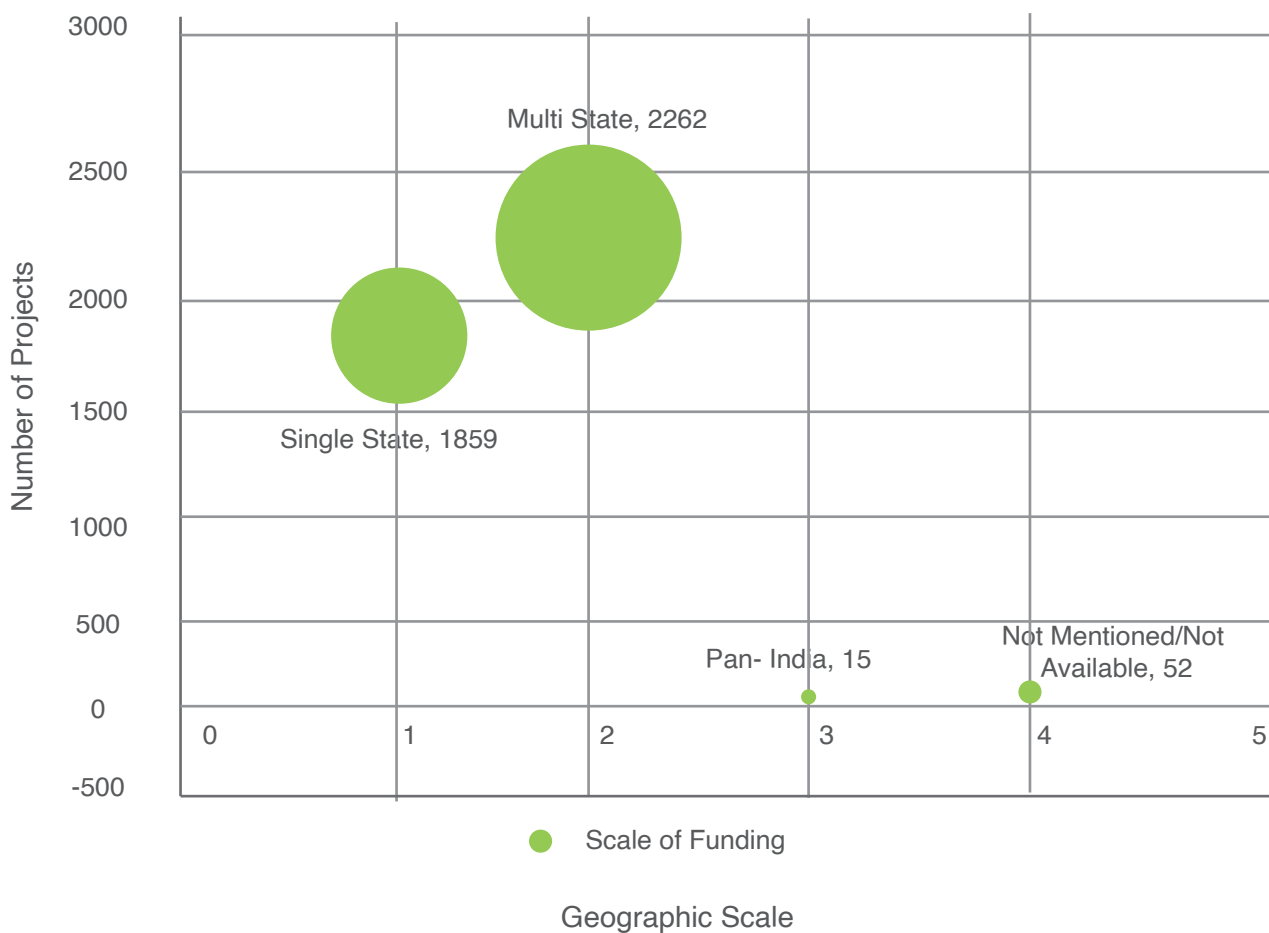
CSR funding in Educational Projects in Aspirational Districts

Share of CSR funding towards Aspirational Districts

- Non- aspirational District
- Aspirational District

Only 14% of the total funding is dedicated towards the projects in aspirational districts.

Funding by type of companies in Aspirational Districts

- CSR Projects (All Districts)
- CSR Funding (Aspirational)
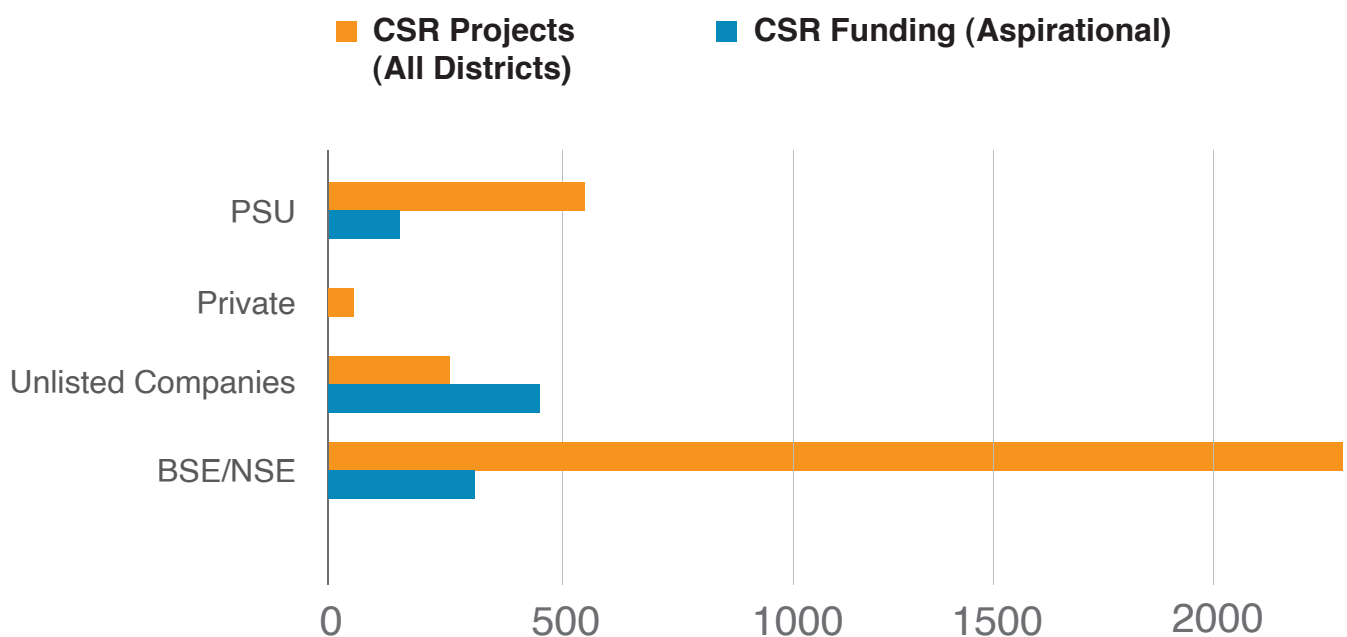
Total CSR expenditure vs. CSR expenditure in aspirational districts – PSUs lead in terms of percentage & BSE/NSE companies lead in terms of absolute funding directed.

Geographic spread across states

CSR Funding (in INR Cr.) **Number of Aspirational Districts in State**
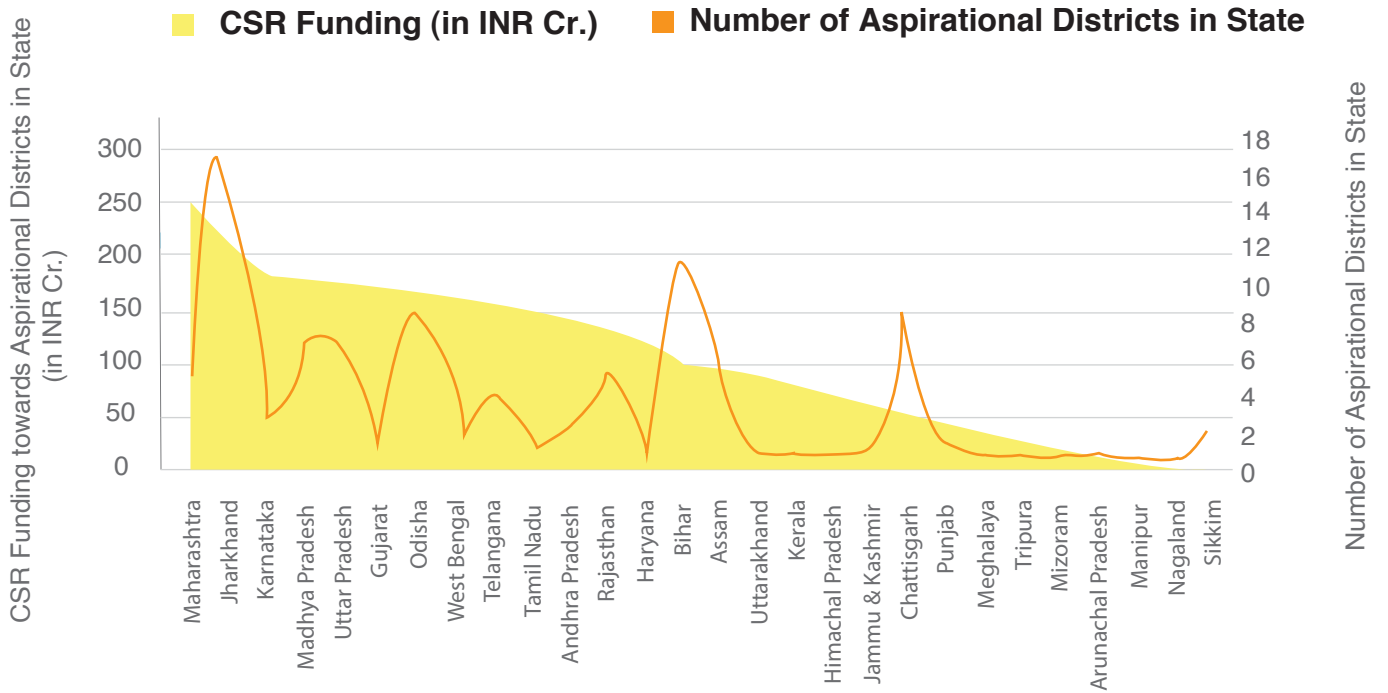
PSU vs. Non-PSU funding towards projects in Aspirational Districts

29%

71%

PSU
Non-PSU
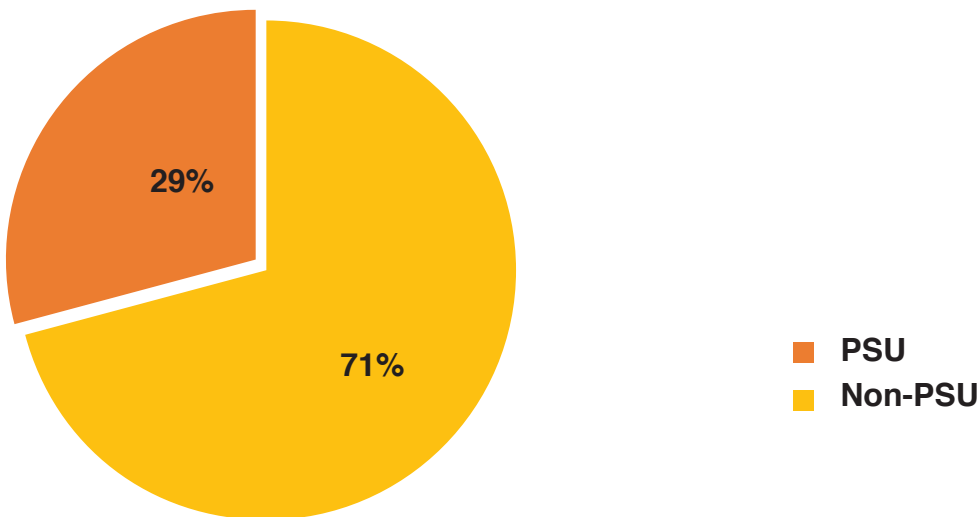
PSUs contribute 1/4th of their total CSR funding to educational projects in aspirational districts, holding 29% share in the total.

CSR projects implemented through public partnerships

- ■ No
- ■ Yes

95%

5%
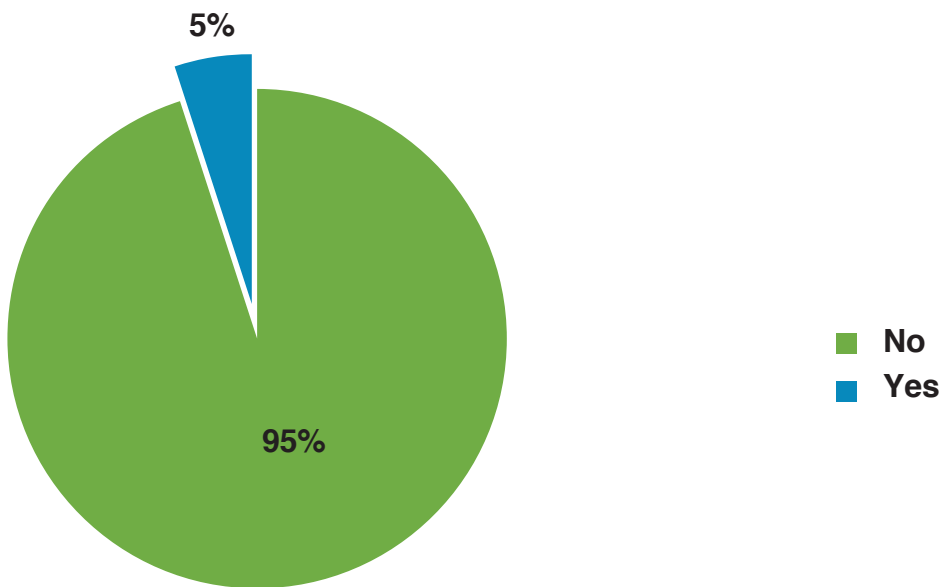
Only 5% of the total projects are being implemented through collaboration with government agencies.

Project implementation mode in Aspirational Districts

- ■ CSR Foundation
- ■ Direct Implementation
- ■ Implementing Agencies

10%

21%

69%
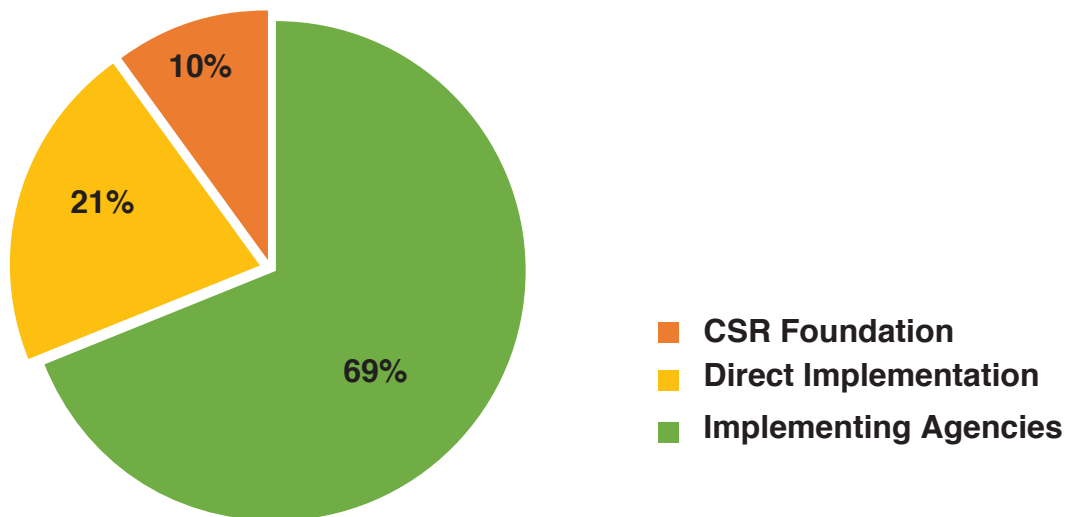
Implementing agencies lead the project execution in aspirational districts.

Top ten companies contributing to educational projects in Aspirational Districts*

Sr. No.	Top ten company names	Amount Spent on Educational Project (INR Cr.)
1	Tata Steel Limited	66.52
2	Hindustan Petroleum Corporation Limited	31.53
3	Northern Coalfields Limited	26.01
4	ITC Limited	22.78
5	Housing Development Finance Corporation Limited	22.7
6	Cadila Healthcare Limited	21.55
7	Grasim Industries Limited	20.28
8	Steel Authority of India Limited	14.74
9	Interglobe Aviation Limited	14.71
10	Larsen and Toubro Limited	14.44

Note

Financial numbers are derived using set research method. Numbers may slightly vary from actual spent.

Contribution by Company Type & Characteristics

Type of Company	Number of Companies	Amount spent (INR Cr.)	Number of Projects
BSE/ NSE	387	2401.26	1425
PSU	59	541	541
Private	79	126.10	276
Unlisted Companies	17	58	85

Company ownership wise no. of companies and share in funding

Legend:
- BSE/NSE
- PSU
- Private
- Unlisted Companies

8% 2% 15% 3% 17% 11% 71% 73%

Percentage of companies
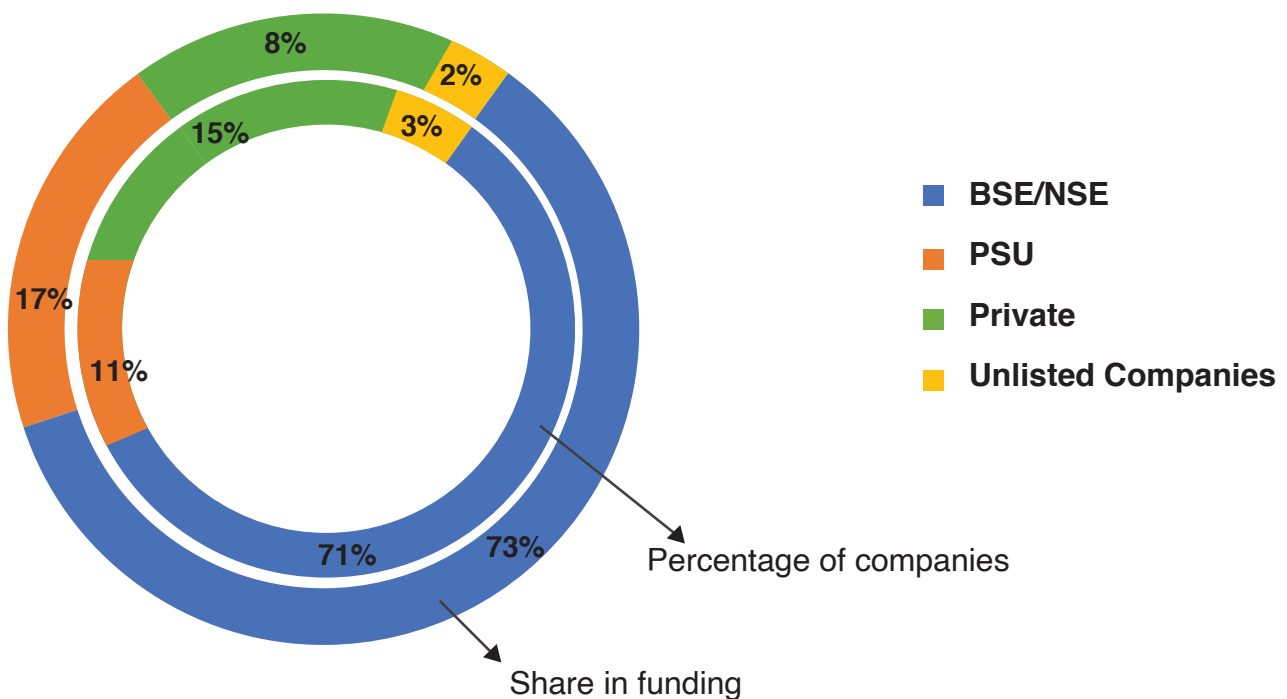
Share in funding

How do partnerships play a role in implementation of Projects

Company ownership wise no. of companies and share in funding

Bubble chart titled "No. of CSR Projects" (y-axis) vs scale (x-axis 0 to 5):
- Implementing Agencies — 1413
- Direct Implemenation — 616
- CSR Foundation — 284
- Not Mentioned — 14
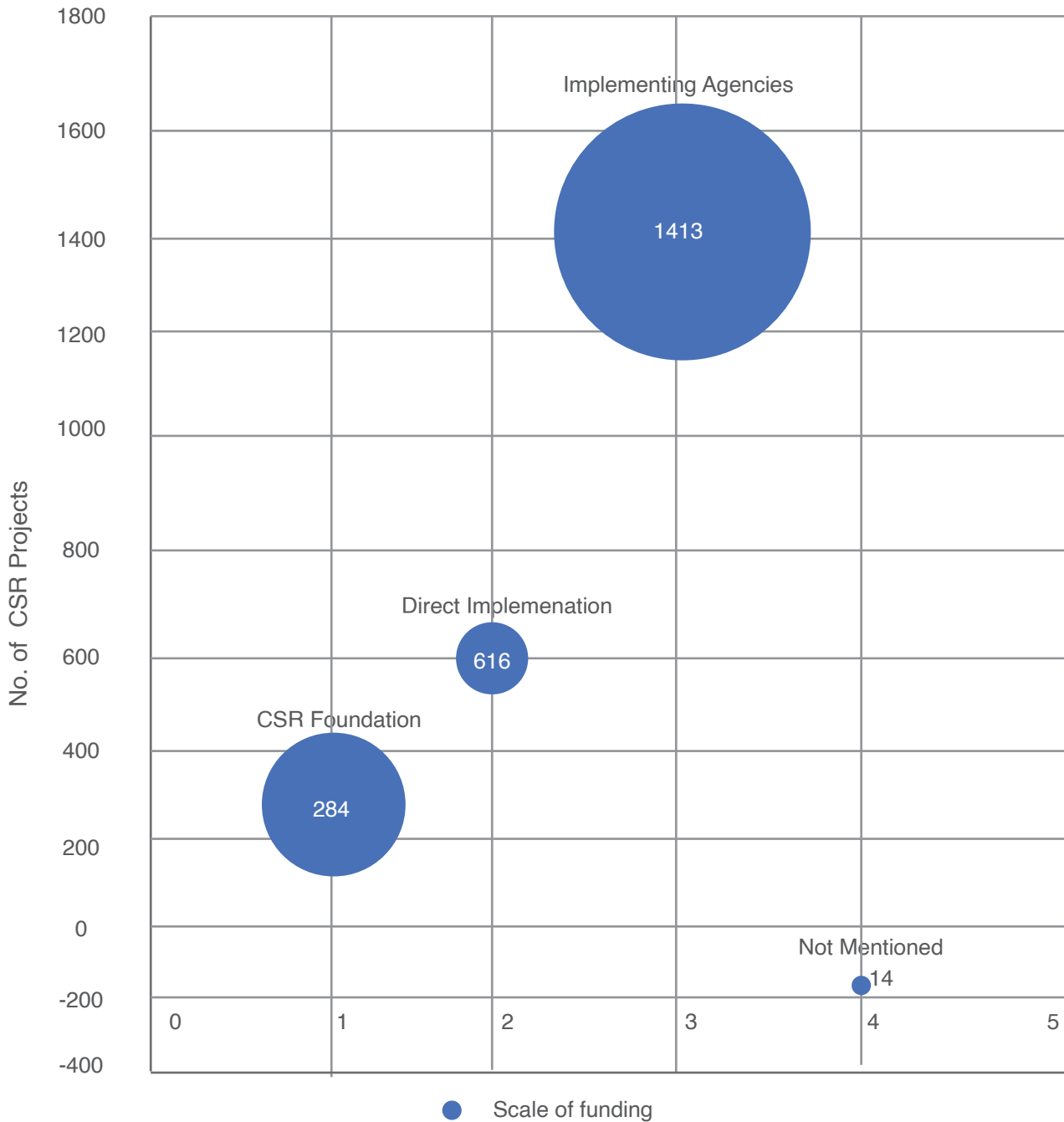
● Scale of funding

Percentage of public partnership projects

28%

72%

- With Public Partnership
- Without Public Partnership
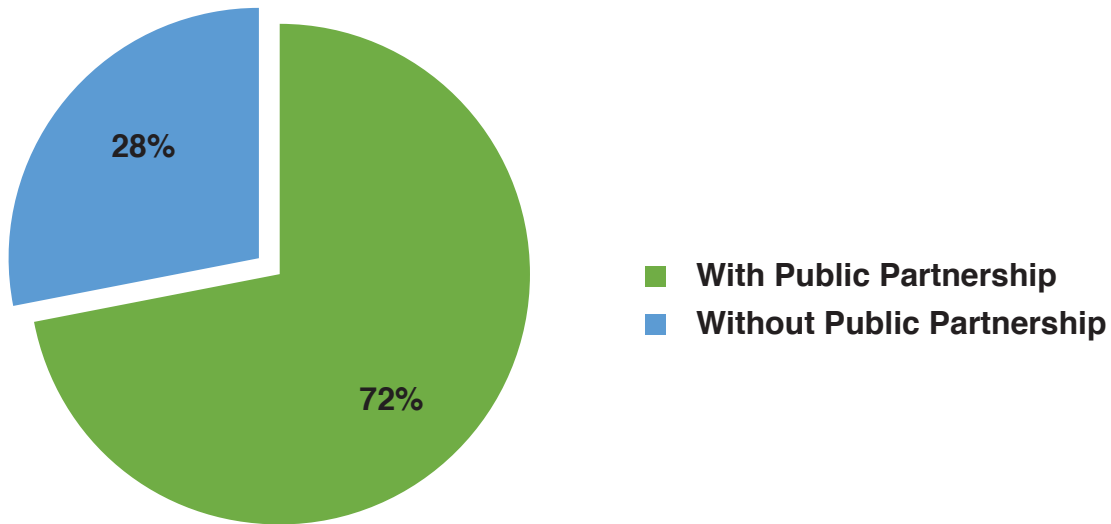
Share of funding for public partnership projects

43%

57%

- With Public Partnership
- Without Public Partnership
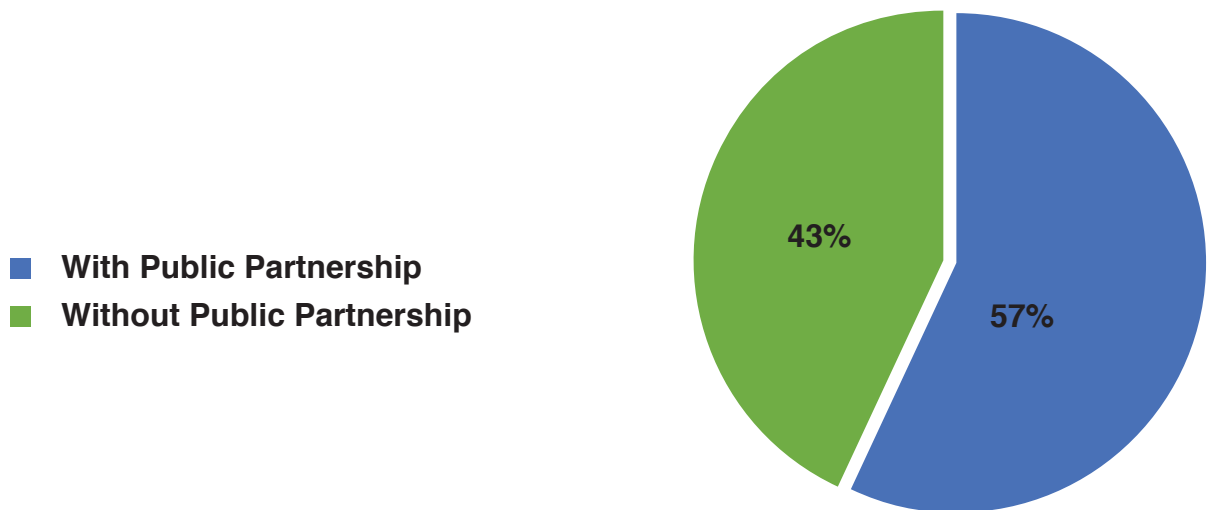
Types of govt-partnerships and share of funding

6%

94%

- With CSR Foundation
- With Implementing Agencies
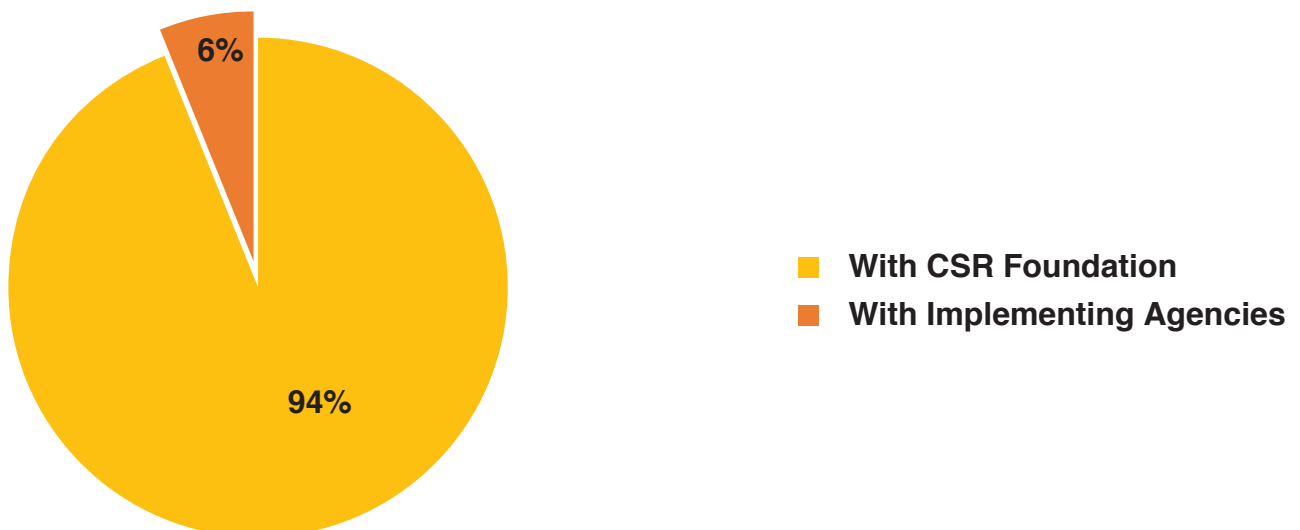
Industrial sector wise SDG reporting

Sector										
	0	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

Tyres
Transport & Logistics
Textiles
Sugar
Shipping
Printing & Stationary
Power and Heavy Engineering
Plantation - Tea & Coffee
Paper
Paints & Varnishes
Packaging
Oil, drillinng, lubricants & Petrochemicals
Miscellaneous
Metals, Mining & Minerals
Media & Entertainment
Hotels
Health & Pharmaceuticals
Food Processing
Electricals
Electric Equipment
Domestic Appliance
Diversified
Detergents
Couriers
Construction Goods
Construction, Contracting & Infrastructure
Computer Software/ IT
Cigarettes
Chemicals, Pesticides & Fertilizers
Cement
Casting & Forgings
Cables & Telecommunication
Banking & Finance
Auto & Auto Ancillaries
Aquaculture
Packaging
Electric Equipment

■ NO   ■ YES

CSR funding wise SDG accountability

■ NO
■ YES

13%

87%
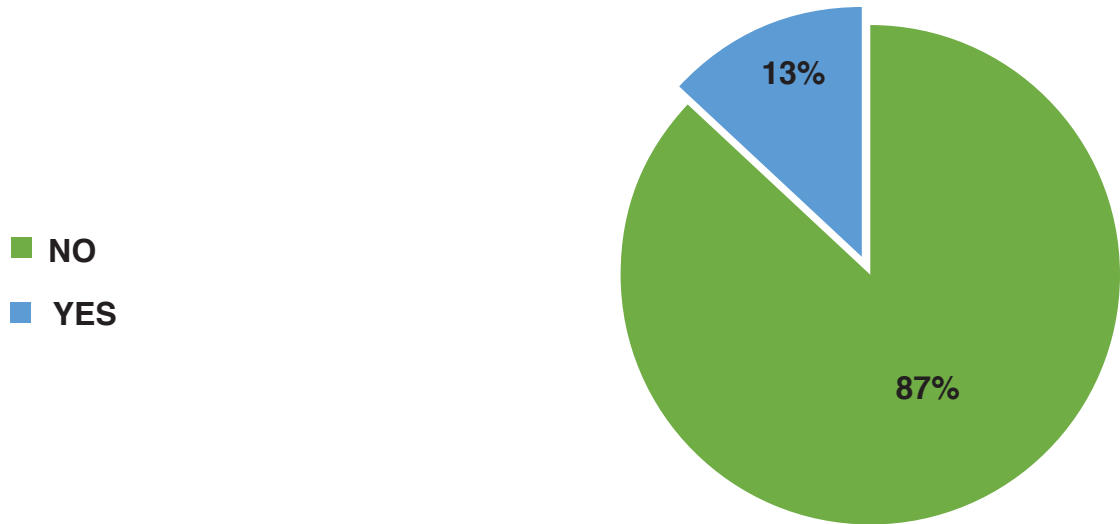
Project implementation wise SDG reporting

■ NO ■ YES

| | CSR Foundation | Direct Implementation | Implementing Agencies |
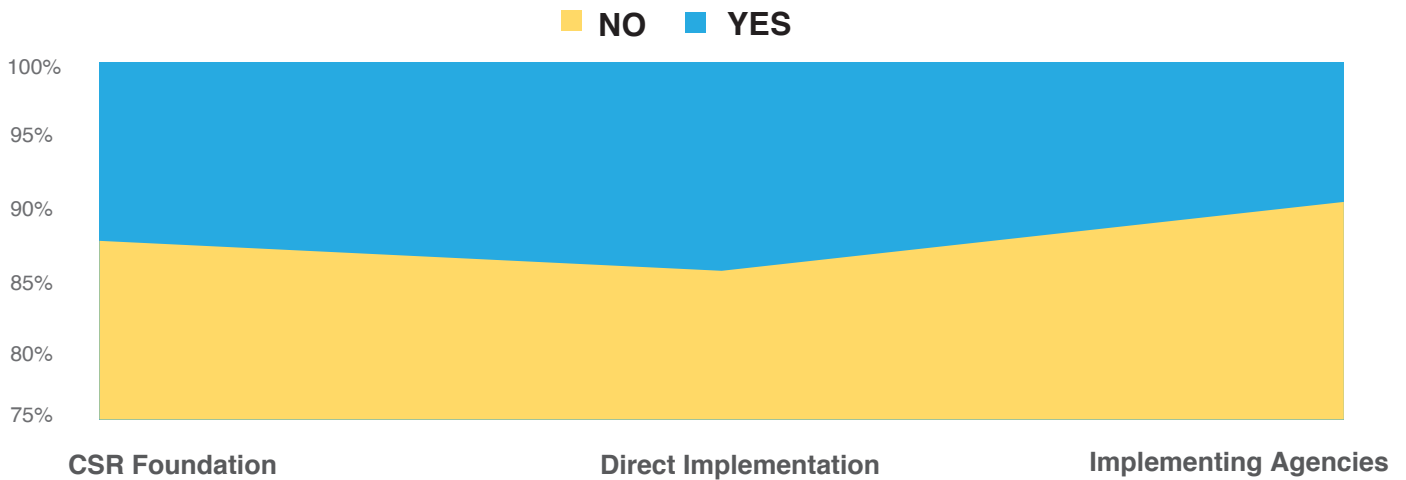
SDG reporting turnout is higher amongst projects being implemented directly by corporates, followed by CSR foundations.

Company ownership wise SDG accountability

■ NO
■ YES

PSU
Private
Unlisted Companies
BSE/NSE

0 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
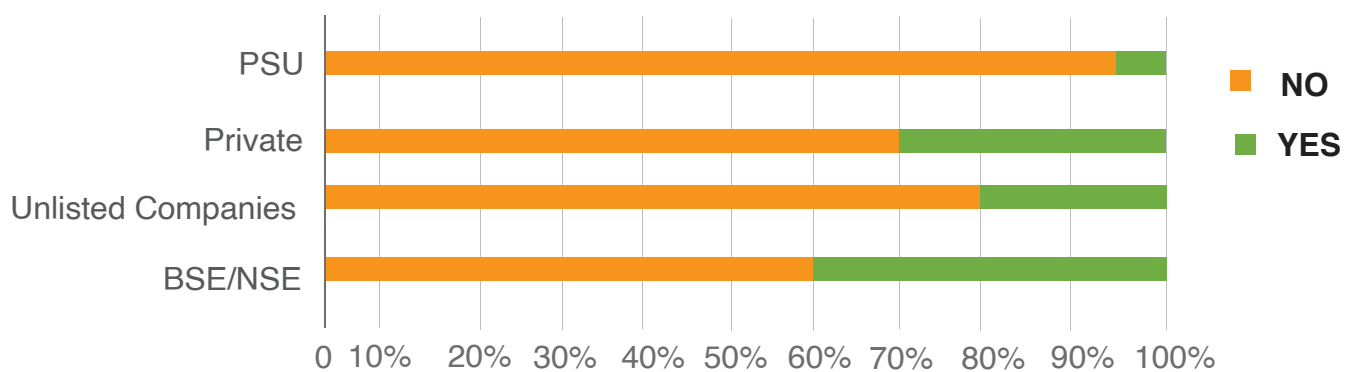
BSE/NSE listed companies comprise of the largest share (40%) towards SDG reporting in education, followed by private firms.

CSR initiatives contributing to SDG 4 indicators

■ CSR Funding (in INR Cr.)   **■ Number of Projects**

Indicator	
Percentage of school teachers professionally qualified	
Percentage of children in the age group of 6-13 who are out of school	
Percentage of elementary and secondary schools with pupilteacher ratio less than/equal to 30	
Percentage correct responses on learning outcomes in lanuage mathematics and EVS for Class 5 students	
Percentage correct responses on learning outcomes in lanuage mathematics science and social science for class 8 students	
Average annual drop out rate at secondary level	
Adjusted net enrolment ratio at elementary (Class 1-8) and secondary (Class 9-10) School	
Sex Ratio at birth (female per 1000 male)	

0   500   1000   1500   2000   2500

Education projects majorly align with SDG 4 indicators of net enrolment and average drop-out rates.

Note: The mapping of project has been done by CSRBOX.

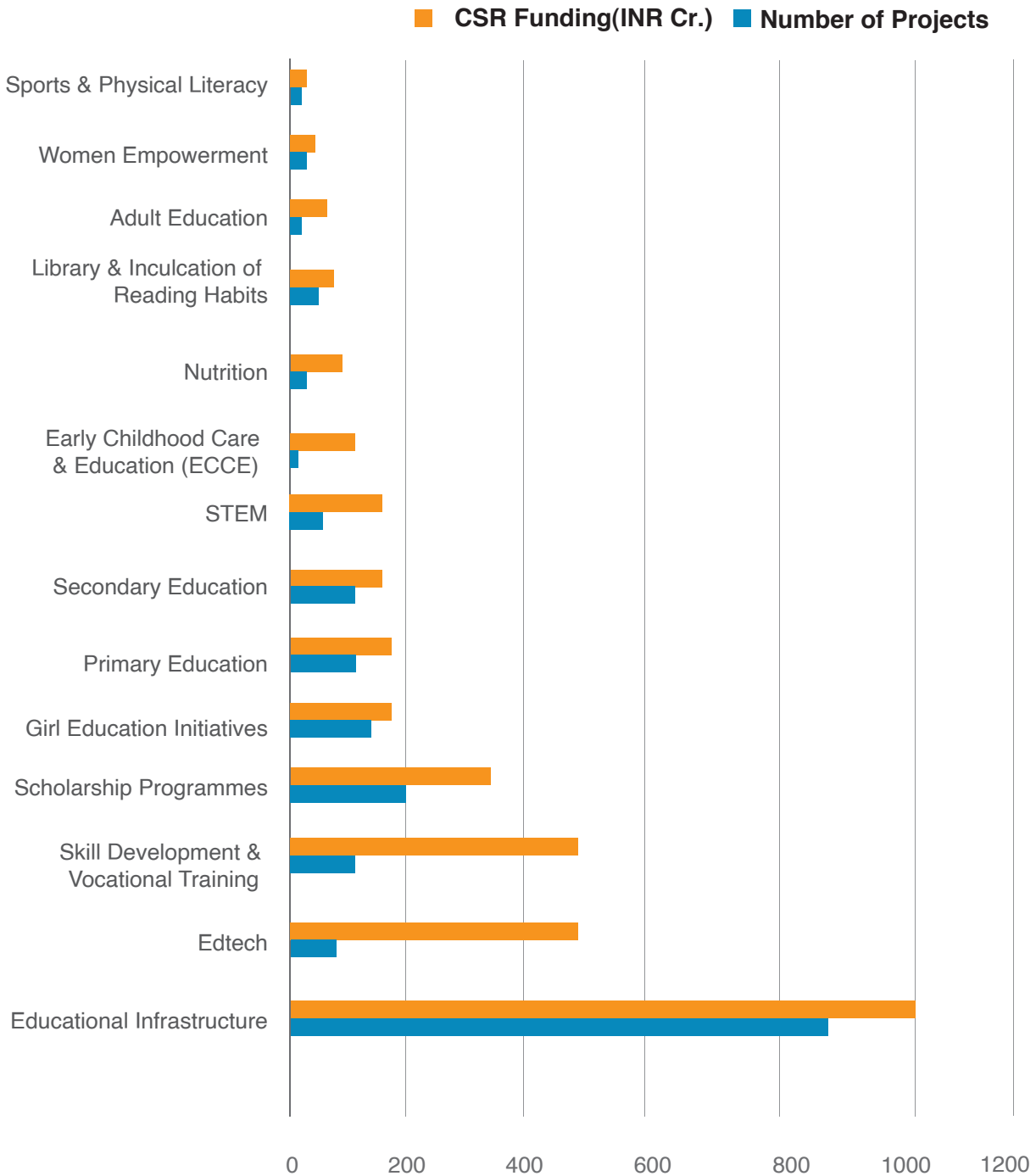## Key sub-thematic areas

Legend: ■ CSR Funding(INR Cr.) ■ Number of Projects

Chart: Sub-thematic distribution of projects

Sub-thematic area	CSR Funding (INR Cr.)	Number of Projects
Sports & Physical Literacy	~25	~15
Women Empowerment	~45	~25
Adult Education	~65	~20
Library & Inculcation of Reading Habits	~75	~50
Nutrition	~90	~25
Early Childhood Care & Education (ECCE)	~110	~10
STEM	~155	~55
Secondary Education	~155	~110
Primary Education	~175	~110
Girl Education Initiatives	~175	~140
Scholarship Programmes	~340	~200
Skill Development & Vocational Training	~485	~110
Edtech	~490	~80
Educational Infrastructure	~1010	~865

CSR initiatives for ed-Infra projects

Number of Projects   **CSR Funding (in INR Cr.)**
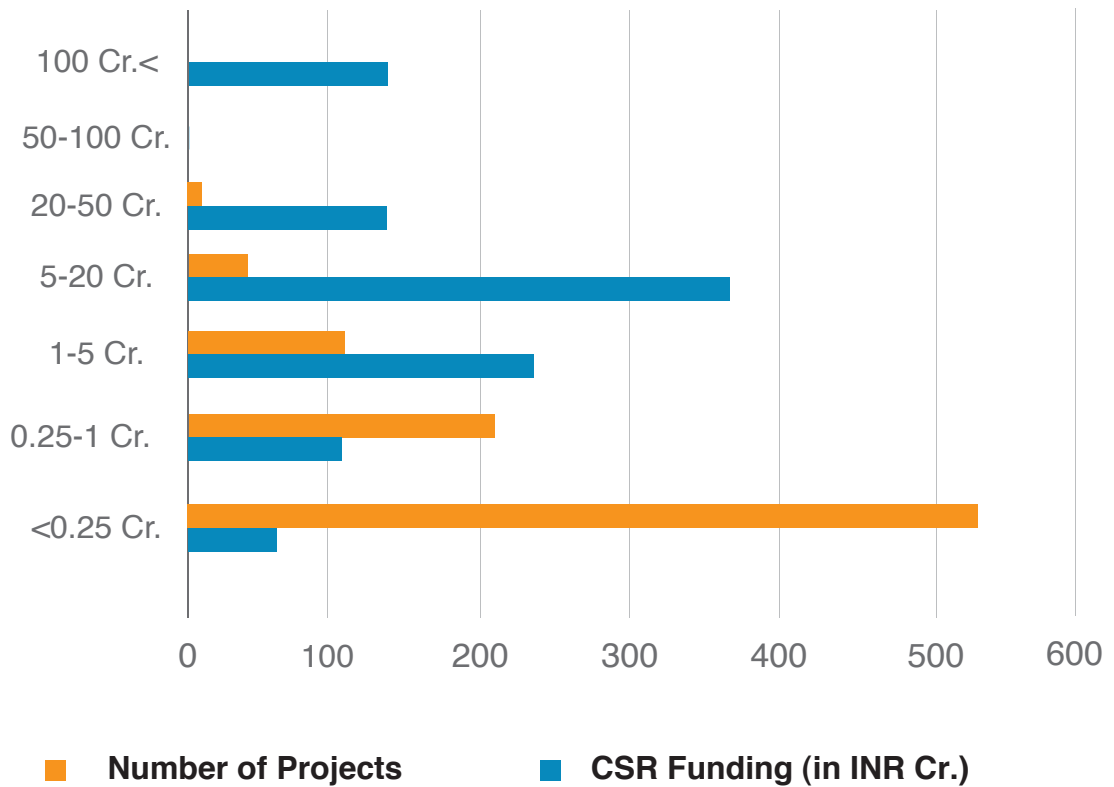
Key industries contributing to ed-Infra projects

- Power and Heavy Engineering
- Auto & Auto Ancillaries
- Metals, Mining & Mineral
- Banking & Finance
- Oil, Drilling, Lubricants & Petrochemicals
- Computer Software/ IT
- Construction, contracting & Infrastructure
- Healthcare & Pharmaceuticals
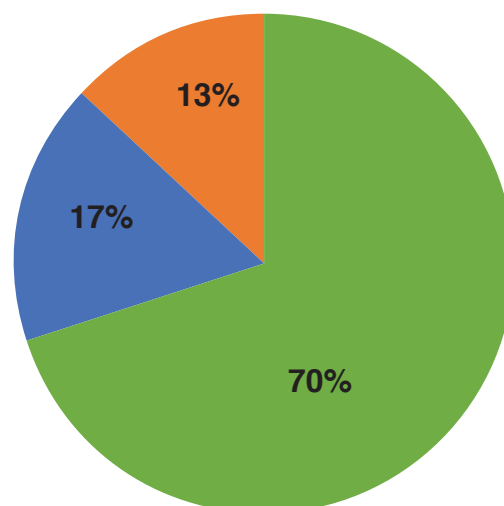- Cement
- Diversified
- Others
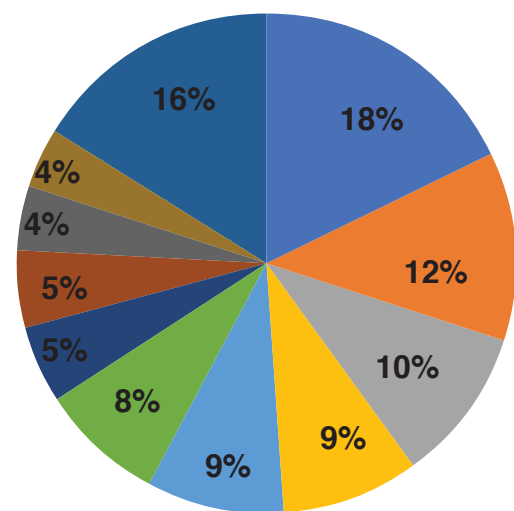
List of top 10 companies contributing to educational infrastructure projects:

| Sr. No.	Top ten Companies Names	Amount for Educational Projects (INR Cr.)
1	NTPC Limited	132.03
2	Tata Consultancy Services Limited	36
3	Bharti Airtel Limited	30
4	UltraTech Cement Limited	28.26
5	Hindustan Petroleum Corporation Limited	23.72
6	ITC Limited	22.78
7	Larsen and Toubro Limited	22.69
8	Grasim Industries Limited	21.70
9	Hero MotoCorp Limited	20.33
10	Ashok Leyland Limited	18.57

Project implementation wise share of CSR funding for ed-Infra projects

- ■ CSR Foundation
- ■ Direct Implementation
- ■ Implementing Agencies

13%

17%

70%

Sub-thematic 2 - EdTech

CSR initiatives in EdTech

Number of Projects ■ **CSR Funding (in INR Cr.)**
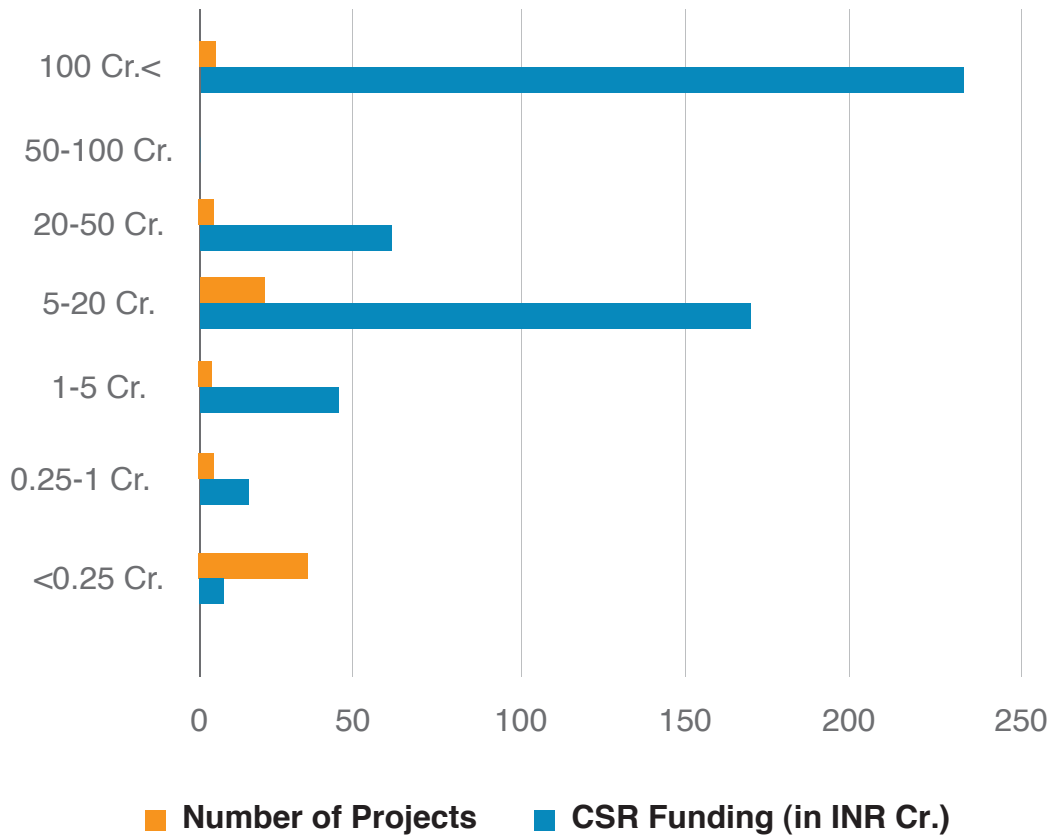
Key industries contributing to EdTech projects

■ Computer Software/ IT
■ Banking & Finance
■ Metals, Mining & Mineral
■ Healthcare & Pharmaceuticals
■ Construction, contracting & Infrastructure
■ Others
■ Power and Heavy Engineering
■ Auto & Auto Ancillaries
■ Oil, Drilling, Lubricants & Petrochemicals
■ Consumer Goods
■ Paints & Varnishes
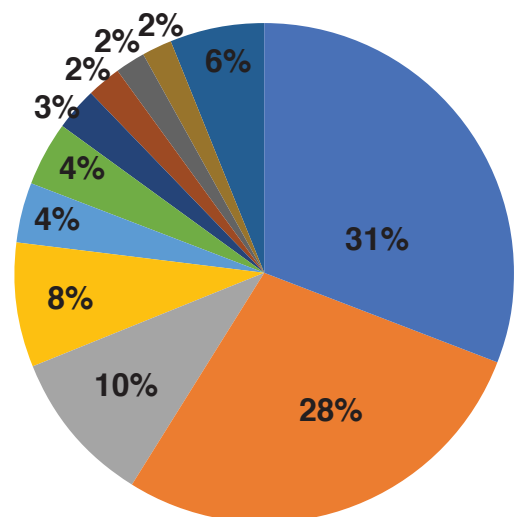
List of top 10 companies contributing to Ed-Tech projects:

Sr. No.	Top ten company names	Amount EdTech Projects (INR Cr.)
1	NTPC Limited	132.03
2	Wipro Limited	107.58
3	Tata Consultancy Services Limited	36
4	Hindustan Zinc Limited	22.37
5	Hero MotoCorp Limited	20.33
6	Housing Development Finance Corporation Limited	19.22
7	Kotak Mahindra Bank Limited	18.37
8	Mahindra and Mahindra Limited	13.67
9	Divis Laboratories Limited	12.05
10	Larsen & Toubro Infotech Limited	11.88

Project implementation wise share of CSR funding

- CSR Foundation
- Direct Implementation
- Implementing Agencies

1%
6%
93%
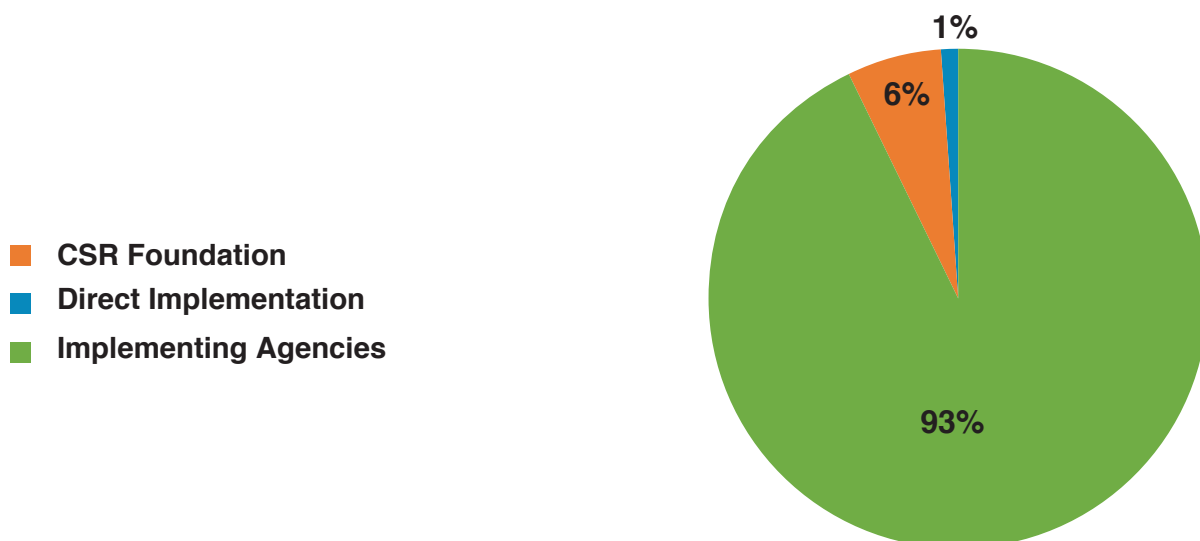
# Sub-thematic 3 - Skill Development & Vocational Training

CSR initiatives in skill development & vocational training

Number of Projects ■   CSR Funding (in INR Cr.) ■
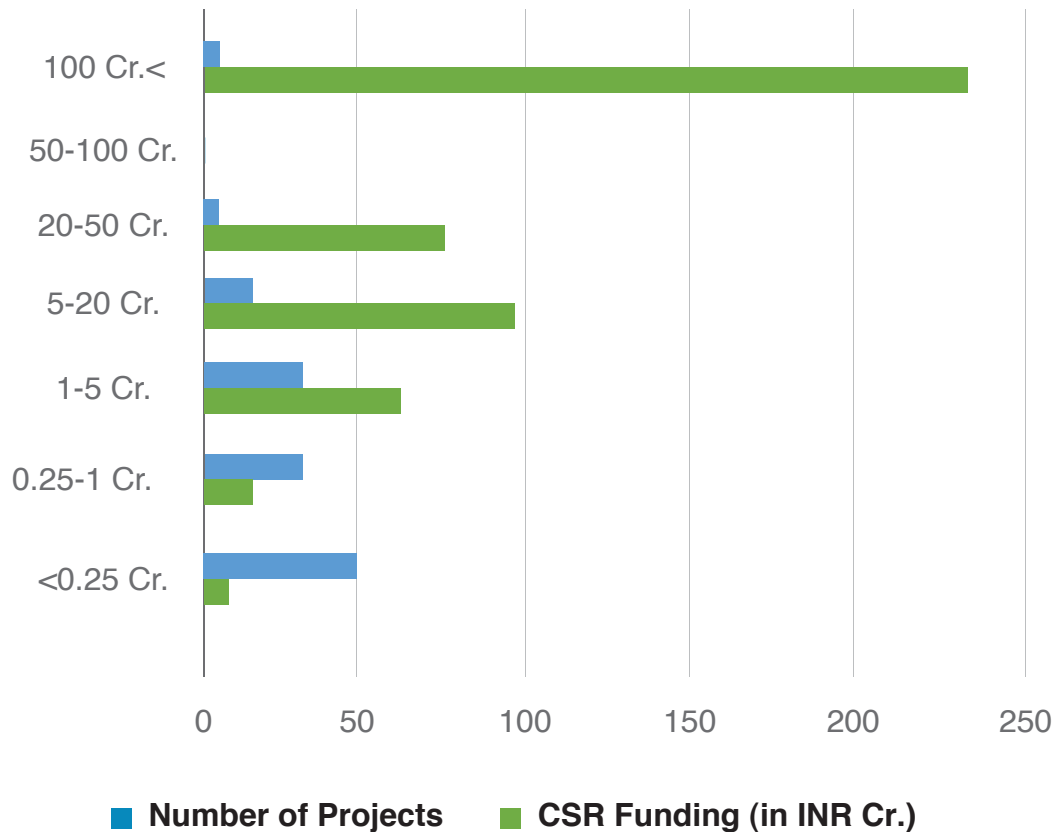
Key industries contributing to skill development projects

- Power and Heavy Engineering
- Auto & Auto Ancillaries
- Metals, Mining & Mineral
- Banking & Finance
- Oil, Drilling, Lubricants & Petrochemicals
- Computer Software/ IT
- Construction, contracting & Infrastructure
- Healthcare & Pharmaceuticals
- Cement
- Diversified
- Others
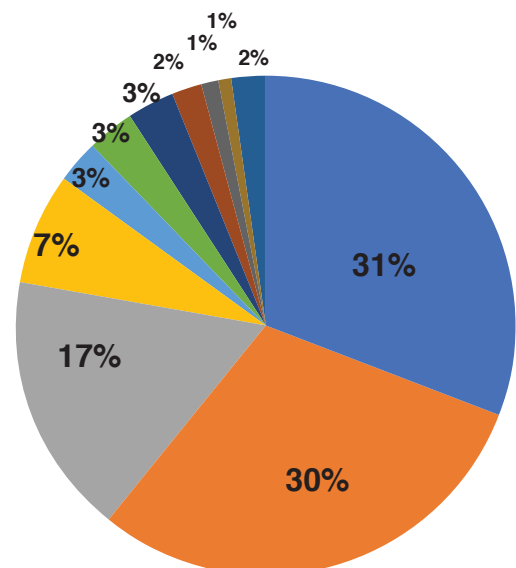
List of top 10 companies contributing to Skill Development & Vocational Training Initiatives:

Sr. No.	Top ten company names	Amount for skill development & vocational training(INR Cr.)
1	NTPC Limited	132.03
2	Wipro Limited	107.58
3	Tata Consultancy Services Limited	36
4	Graphite India Limited	21.45
5	Hero MotoCorp Limited	20.33
6	Hindustan Zinc Limited	16.94
7	Steel Authority of India Limited	14.74
8	Mahindra and Mahindra Limited	12.01
9	JSW Steel Limited	11
10	SJVN Limited	10.95

Project implementation wise share of CSR funding for skill development & vocational training

- CSR Foundation
- Direct Implementation
- Implementing Agencies

3%
4%
93%
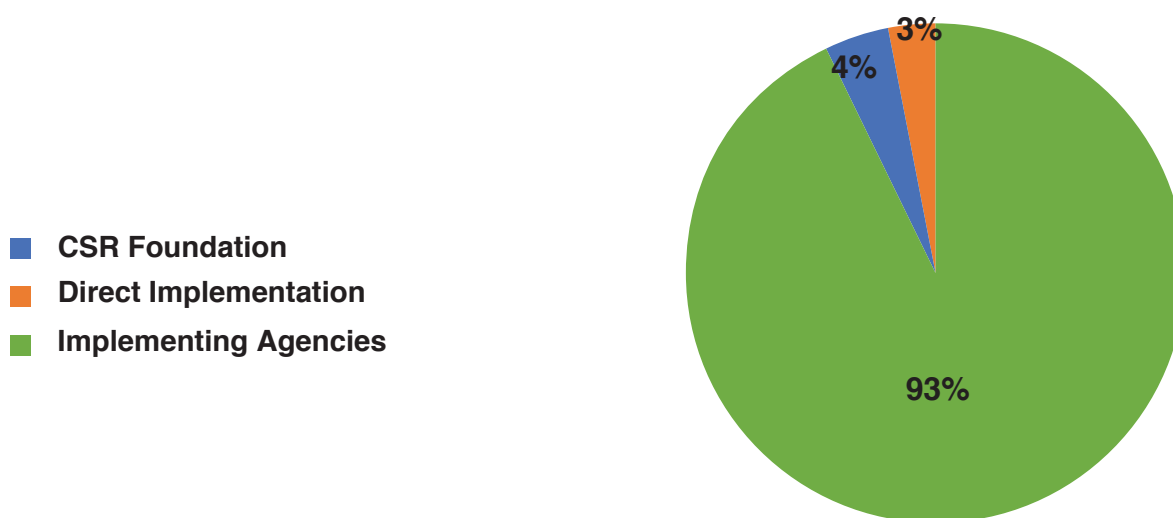
Sub-thematic 4 - Scholarship Programmes

CSR initiatives for scholarship programmes

Legend: **Number of Projects** ■ **CSR Funding (in INR Cr.)**
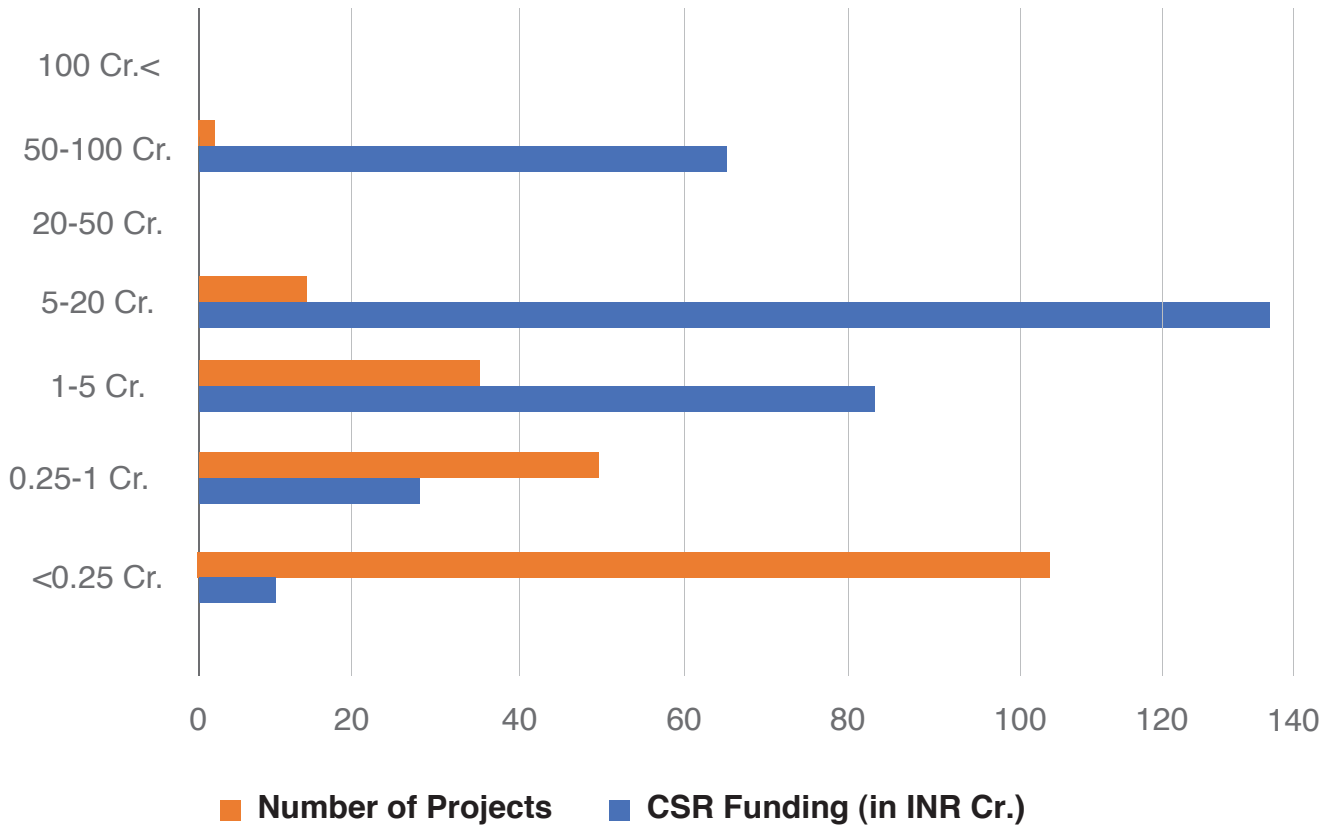
Key industries contributing to scholarship programmes

- ■ Metals, Mining & Mineral
- ■ Banking & Finance
- ■ Oil, Drilling, Lubricants & Petrochemicals
- ■ Computer Software/ IT
- ■ Healthcare & Pharmaceuticals
- ■ Diversified
- ■ Auto & Auto Ancillaries
- ■ Miscellaneous
- ■ Power and Heavy Engineering
- ■ Cement
- ■ Others

Pie chart values: 29%, 16%, 15%, 8%, 7%, 7%, 5%, 4%, 2%, 2%, 5%
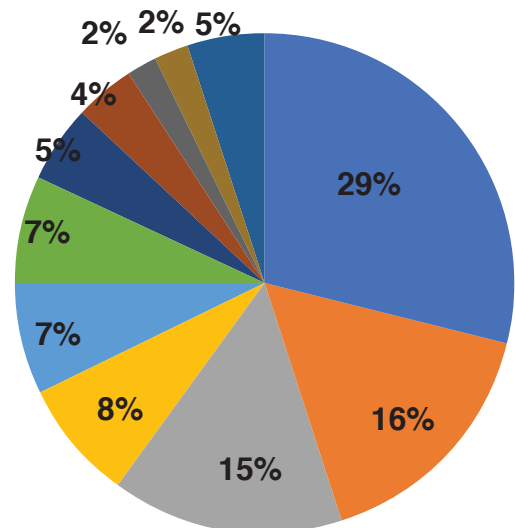
List of top 10 companies contributing to Scholarship Programmes:

Sr. No.	Top ten company names	Amount for Scholarship (INR Cr.)
1	Tata Steel Limited	66.52
2	Reliance Industries Limited	28.29
3	Grasim Industries Limited	17.95
4	Mahindra and Mahindra Limited	13.93
5	Shriram Transport Finance Company Limited	12.49
6	Housing Development Finance Corporation Limited	12.4
7	Divis Laboratories Limited	12.05
8	Hindalco Industries Limited	10.99
9	Jindal Steel and Power Limited	8.72
10	Wipro Limited	8.02

Project implementation wise share of CSR funding for scholarship programmes

- CSR Foundation
- Direct Implementation
- Implementing Agencies
- Not Mentioned

CSR Foundation 24%, Direct Implementation 16%, Implementing Agencies 58%, Not Mentioned 2%
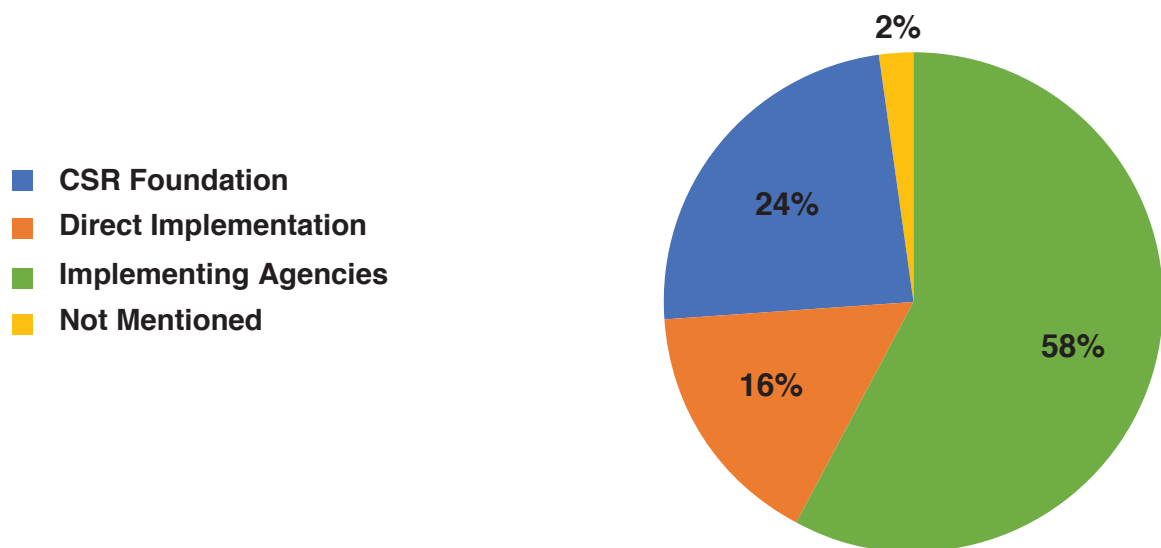
Sub-thematic 5 - Girl Education

CSR initiatives for girl education

Chart categories (vertical axis): 100 Cr.<, 50-100 Cr., 20-50 Cr., 5-20 Cr., 1-5 Cr., 0.25-1 Cr., <0.25 Cr.

Horizontal axis: 0, 10, 20, 30, 40, 50, 60, 70

Legend: ■ Number of Projects ■ CSR Funding (in INR Cr.)
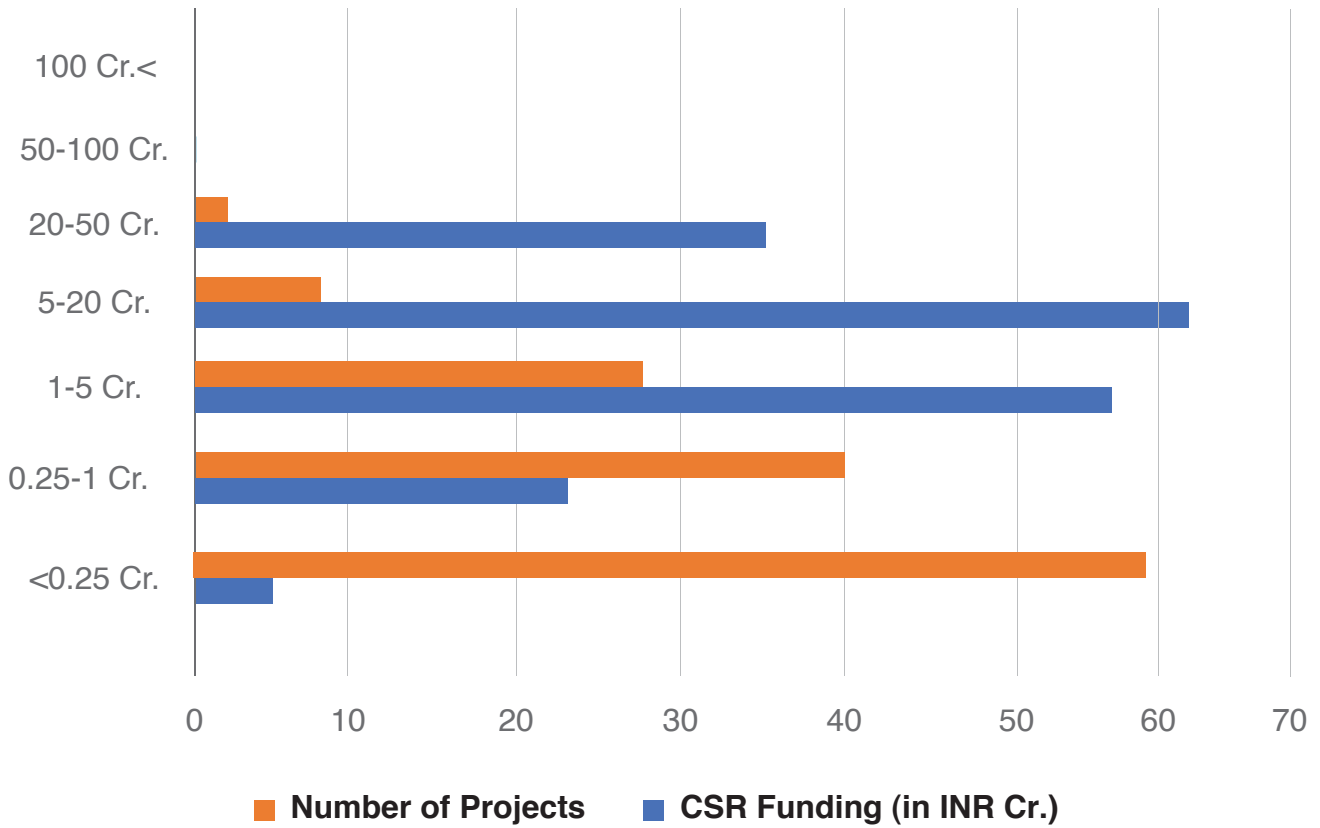
Key industries contributing to girl education initiatives

- ■ Computer Software/ IT
- ■ Banking & Finance
- ■ Miscellaneous
- ■ Auto & Auto Ancillaries
- ■ Power and Heavy Engineering
- ■ Paints & Varnishes
- ■ Metals, Mining & Mineral
- ■ Consumer Goods
- ■ Cables & Telecommunications
- ■ Textiles
- ■ Others

Pie chart values: 28%, 21%, 10%, 8%, 6%, 6%, 5%, 3%, 2%, 2%, 10%
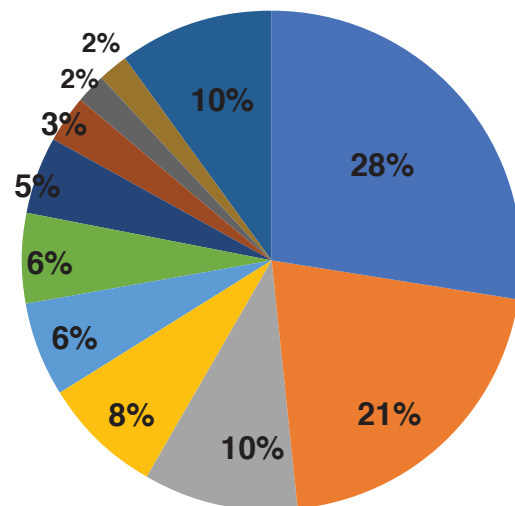
List of top 10 companies contributing to girl education:

Sr. No.	Top ten company names	Amount for girl education (INR Cr.)
1	Tata Consultancy Services Limited	36
2	Housing Development Finance Corporation Limited	12.4
3	Asian Paints Limited	9.35
4	Titan Company Limited	9.28
5	Mahindra and Mahindra Limited	8.36
6	THDC India Limited	8.09
7	Bandhan Bank Limited	6.93
8	Persistant Systems Limited	6.52
9	Bajaj Auto Limited	5
10	Mahindra & Mahindra Financial Services Limited	4.22

Project implementation wise share of CSR funding for girl education

- CSR Foundation
- Direct Implementation
- Implementing Agencies
- Not Mentioned

5%
14%
4%
77%

CSRBOX
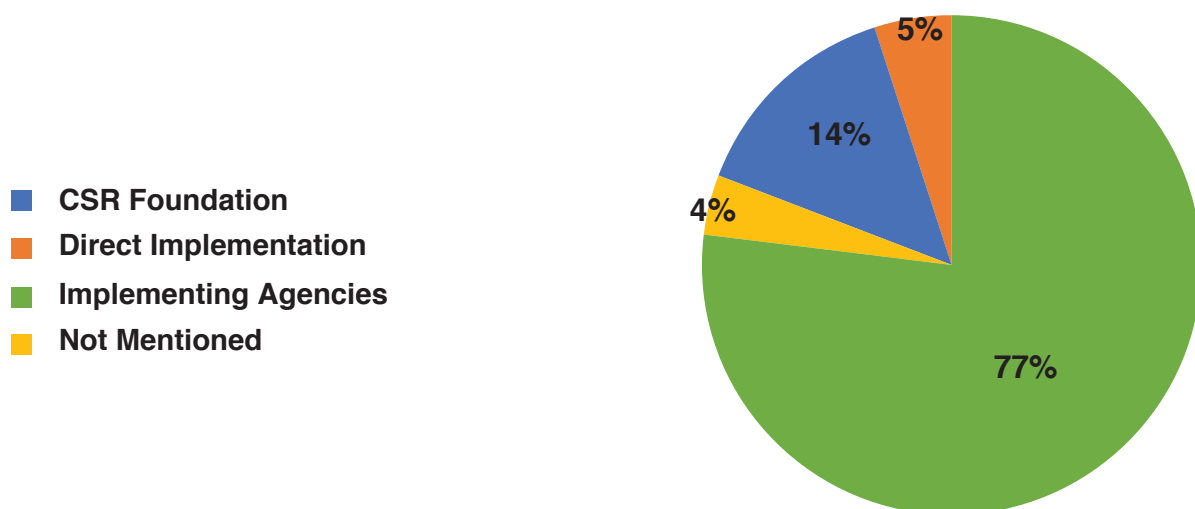
India's Largest CSR Analytics & Partnerships Platform

About us

Although rapidly developing, the CSR ecosystem still faces information asymmetry and knowledge gaps, which prevents like-minded people from identifying areas of collaborations, and limits efforts towards social good. This is where CSRBOX comes into the picture!

CSRBOX is India's leading CSR knowledge and impact intelligence driven partnership platform for the development community. It serves as an enabler, encouraging collaboration and partnerships between CSR stakeholders. At CSRBOX, we are committed to the idea of advancing social impact and change. Whether you are a Donor agency looking to invest in transformative and sustainable projects or an implementation leader dedicated to accomplish your organization's goals, CSRBOX can help you achieve your objectives. With years of experience in working on social development projects with nonprofits, corporate and social enterprises, we excel in catalyzing the vibrant social transformation movement in India by driving collaborations and partnerships for good. With research, strategy and designing tailored programs in the CSR ecosystem, we help our clients solve their most challenging issues.

Want to create social impact?

We can help!

- 1.2 Million Users
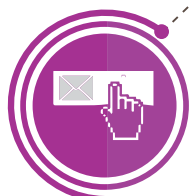- INR 50,000 Cr. CSR Budget analyzed
- 861 Clients Served in 2019
- 10,000+ CSR projects mapped
- 1,172 Companies' CSR Portfolios
- 1.5 Lac Monthly Subscribers
- 204 verified implementation partners
- 60+ CSR reports published

For Corporate

The Private sector has the resources and capabilities that can be harnessed to solve world's social and environmental challenges. When merged with the intent for social good, we believe, the private sector corporations can play a pivotal role in India's social transformation. With Corporate Social Responsibility becoming mandatory in India, many private sector companies, unfamiliar to the social development sector, grapple with planning and execution of CSR projects effectively and efficiently.

We support corporate and donor agencies to ideate, plan, strategize and design CSR initiatives by following best practices, experiential know-how and leveraging technology. Our aim is to ensure that your investments are utilized effectively, to improve the lives of beneficiaries and communities and create shared value.

With over **200** diverse NGOs and **120** social impact products enlisted, and **1,172** companies' CSR profiles on CSRBOX platform, it becomes a great place to find rewarding collaborations and connect with some of the best professionals in the industry.
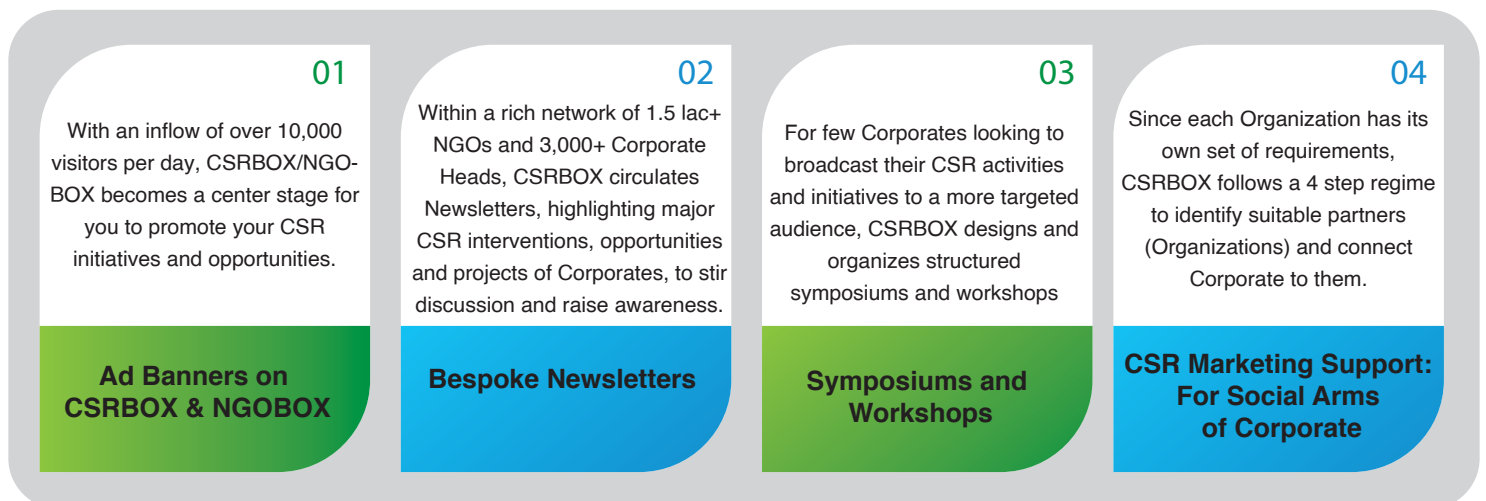
Online Platform

Customized Dashboard: You can access detailed CSR proposals, shortlist nonprofits, proposals and innovative products, directly reach out to implementing organizations by 'Showing interest' in their profile, review and rate nonprofits to help your peers etc. via your Dashboard.

Communication and Resources

1	2	3
Digital Outreach & Amplification	Knowledge Resources	Impact Comunication

Other Services

Outreach

01	02	03	04
With an inflow of over 10,000 visitors per day, CSRBOX/NGO-BOX becomes a center stage for you to promote your CSR initiatives and opportunities.	Within a rich network of 1.5 lac+ NGOs and 3,000+ Corporate Heads, CSRBOX circulates Newsletters, highlighting major CSR interventions, opportunities and projects of Corporates, to stir discussion and raise awareness.	For few Corporates looking to broadcast their CSR activities and initiatives to a more targeted audience, CSRBOX designs and organizes structured symposiums and workshops	Since each Organization has its own set of requirements, CSRBOX follows a 4 step regime to identify suitable partners (Organizations) and connect Corporate to them.
Ad Banners on CSRBOX & NGOBOX	**Bespoke Newsletters**	**Symposiums and Workshops**	**CSR Marketing Support: For Social Arms of Corporate**

CSR Advisory & Consulting

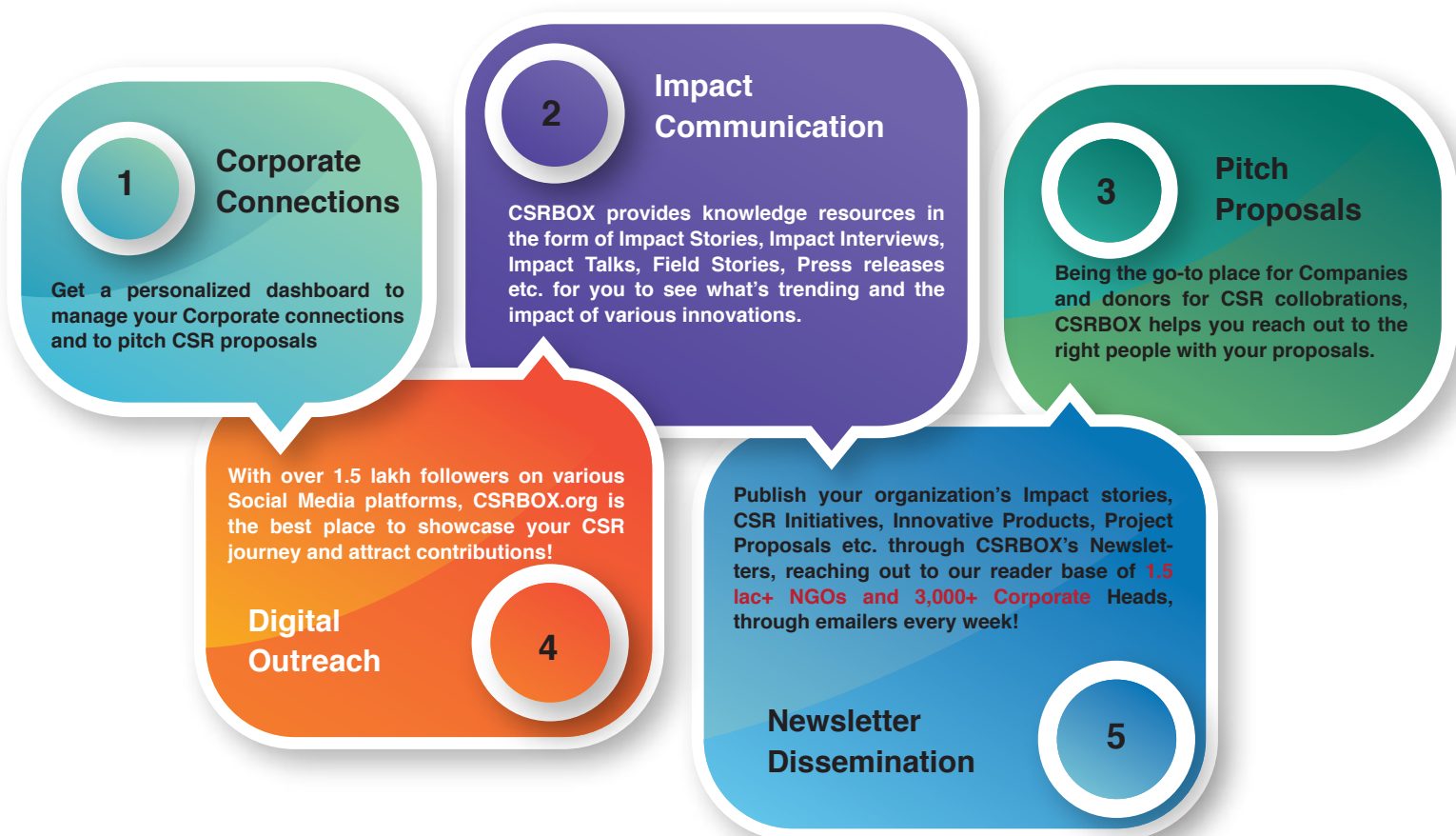| 1	2	3	4
CSR Project Conceptuatization, Ideation & Execution	Identification & Due diligence of NGO Partners	CSR Handholding	Research & Intelligence
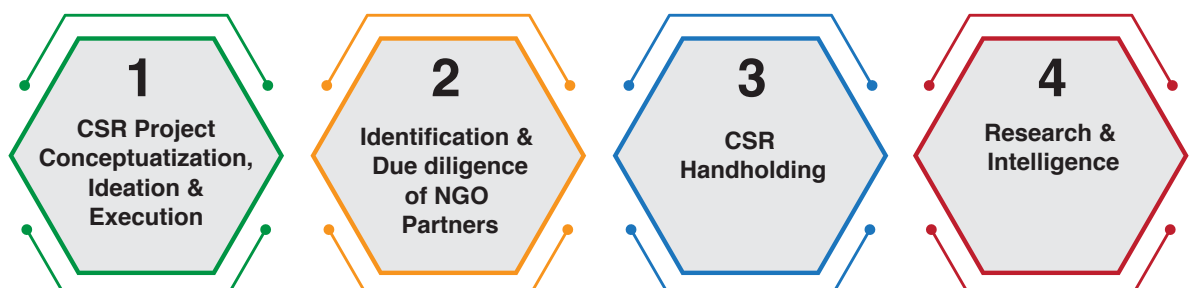
For Non-profits & Social Enterprises

Online Platform

With over **3,000** Companies and Donor organizations in its network, our online platform **CSRBOX.org** extends its assistance with services as under, so that your organization finds the best collaborations for social good and lasting impact.

1 Corporate Connections

Get a personalized dashboard to manage your Corporate connections and to pitch CSR proposals

2 Impact Communication

CSRBOX provides knowledge resources in the form of Impact Stories, Impact Interviews, Impact Talks, Field Stories, Press releases etc. for you to see what's trending and the impact of various innovations.

3 Pitch Proposals

Being the go-to place for Companies and donors for CSR colloborations, CSRBOX helps you reach out to the right people with your proposals.

4 Digital Outreach

With over 1.5 lakh followers on various Social Media platforms, CSRBOX.org is the best place to showcase your CSR journey and attract contributions!

5 Newsletter Dissemination

Publish your organization's Impact stories, CSR Initiatives, Innovative Products, Project Proposals etc. through CSRBOX's Newsletters, reaching out to our reader base of 1.5 lac+ NGOs and 3,000+ Corporate Heads, through emailers every week!

Other Services

Research and Intelligence: Data driven reports give insights into key thematic areas, fund flows, geographical distribution of projects etc. and can help in project planning and decision making process.

Amplification and Outreach: Through bespoke newsletters and targeted Events & Exhibitions, CSRBOX intends to help organizations enhance the visibility of their initiatives and products, hence improving their brand, reach and chances for collaboration.

CSR Advisory: Leveraging its experience with Corporate projects, CSRBOX helps non-profits conceptualize, ideate and execute CSR Projects from scratch, that work best with their Organization's vision and intent.

Capacity Building and Training Programs: CSRBOX, with its expertise and experience working with a multitude of CSR Stakeholders, has prepared an assortment of services that could help you save time and effort, and build capacities.

CSR Training Modules   Marketing & Brand Management   Social Media Management   Technical Support

Our Clients