CSRBOX

CSR and Skill Development Projects in India (FY2019)

May 2020

An analysis of CSR portfolio of 600 large companies in India

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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For more sectoral research and data, please visit **www.csrbox.org**

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Introduction & Research Methodology

With the structural, demographic and technological transformations in the economy, skill development emerges as a crucial sector to groom the new entrants into the labour force. Skill development finds a place in the Schedule VII that prescribes areas for CSR programme of companies which are under the ambit of mandatory CSR provisions. Also, some other prescribed activities under this Schedule are directly or indirectly connected with skilling. Being an enabler, CSR has a key role to play in meeting the skill development requirements across India.

Through this report, we bring to you the key insights of the CSR contribution to the skill development projects 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 skilling infrastructure, urban livelihoods, digital skilling, rural livelihoods and PwD skilling. 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. Total CSR Fund

CSR funding in skill development

In the year 2018-19, 328 companies contributed to the projects in skill development domain through CSR funding of INR 1652.95 Cr. The contribution remains diverse, coming from 32 industrial sectors, being channelized to 775 projects. Out of the total funding, INR 209.77 Cr. is dedicated towards the aspirational districts.

32 Industrial Sector

775 CSR Projects

120 Aspirational Districts Project

328 Companies

INR 1652.95 Cr. CSR Fund

CSR Funding

Chart: CSR Funding(INR Cr.) vs Number of Companies — Top 10 (43% funding), Top 30 (68% funding), Top 80 (88% funding), All Companies (100% funding)
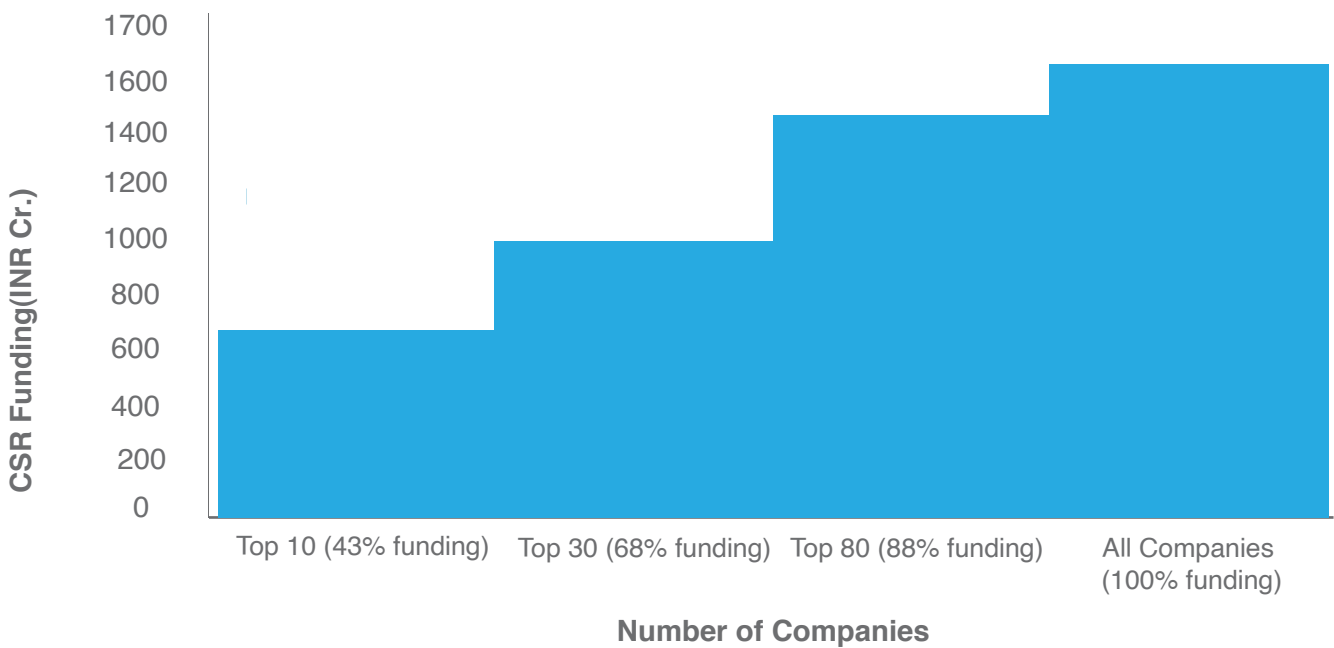
Top 10 companies 43% of the total CSR contribution towards skill development.

Top 10 companies contributing to skill development

Sr. No.	Company name	Amount spent on skill development project (INR Cr.)
1	Indian Oil Corporation Limited	140.12
2	NTPC Limited	132.03
3	Wipro Limited	107.58
4	Maruti Suzuki India Limited	80.77
5	GAIL (India) Limited	43.08
6	Larsen and Toubro Limited	43.07
7	Hindustan Aeronautics Limited	41.43
8	Hindustan Petroleum Corporation Limited	39.17
9	ICICI Bank Limited	38.00
10	Tata Consultancy Services Limited	36.00

Budget range-wise number of projects and share in CSR funding

CSR Funding (in INR Cr.)

Legend:
- 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

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

X-axis: >0.25 Cr., 0.25-1 Cr., 1-5 Cr., 5-20 Cr., 20-50 Cr., 50-100 Cr., 100 Cr.
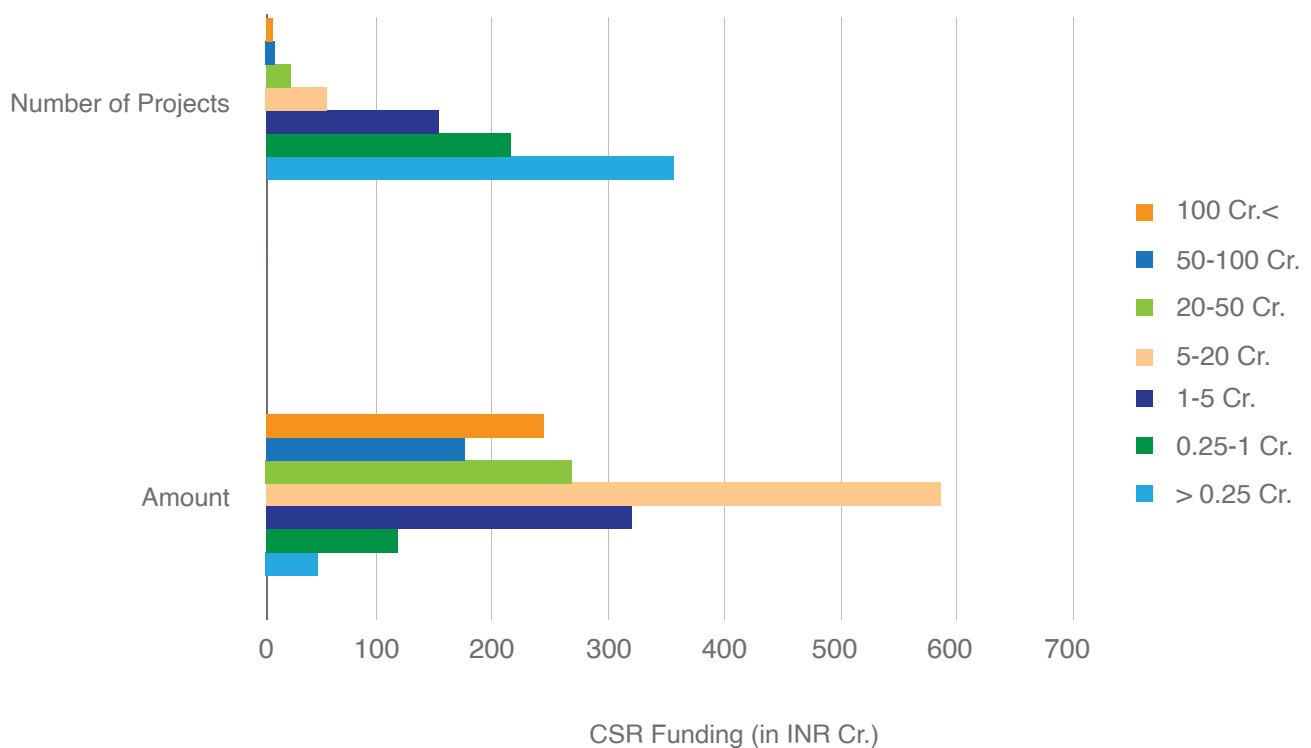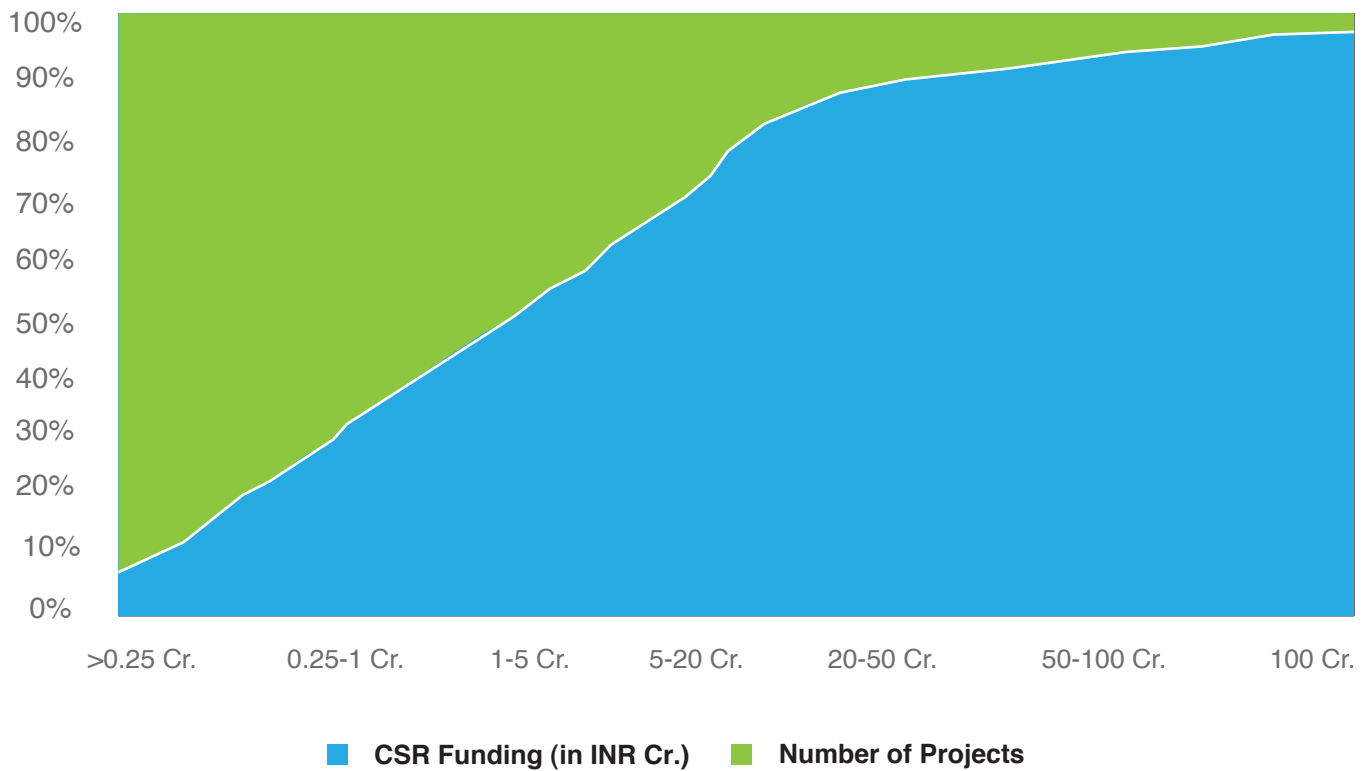
Industry-sectors and skill development projects

Industrial sector wise CSR contribution to skill development

- Oil, Drilling, Lubricants & Petrochemicals — 19%
- Computer Software/ IT — 16%
- Banking & Finance — 13%
- Power and Heavy Engineering — 11%
- Metals, Mining & Mineral — 9%
- Auto & Auto Ancillaries — 9%
- Diversified — 4%
- Construction, Contracting & Infrastructure — 3%
- Paints & Varnishes — 3%
- Miscellaneous — 2%
- Others — 11%
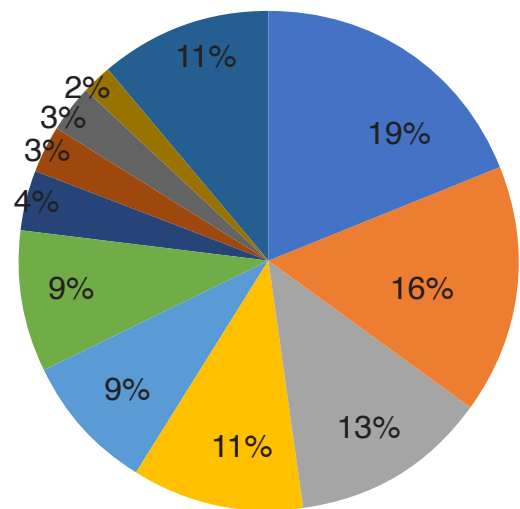
Skill development projects and geographic distribution

Top ten states receiving CSR funding

UTTARAKHAND

HARYANA

RAJASTHAN

UTTAR PRADESH

GUJARAT

WEST BENGAL

MAHARASHTRA

TELANGANA

ANDHRA PRADESH

KARNATAKA

- INR 500 Cr <.
- INR 400-500 Cr.
- INR 300-400 Cr.
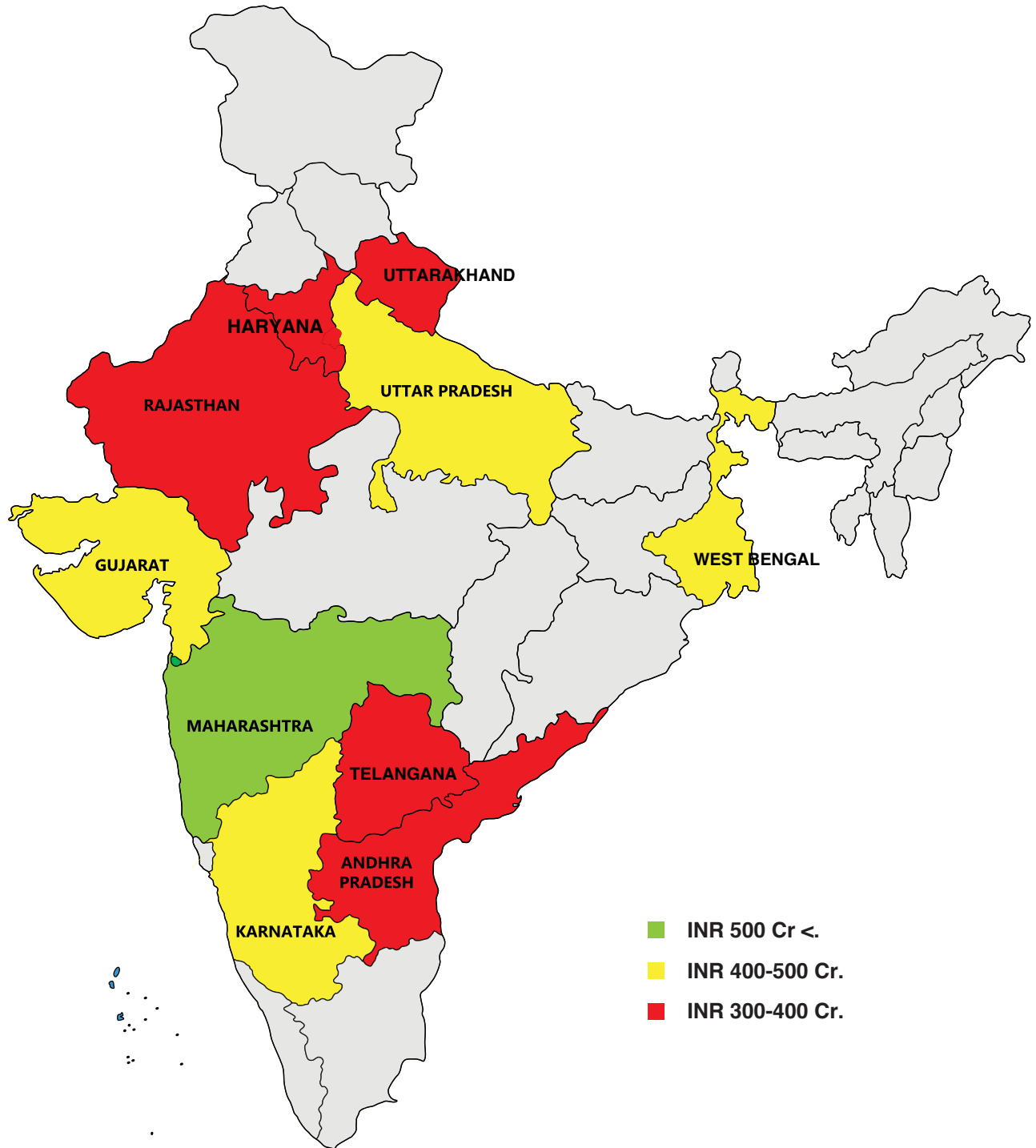
Geographic spread of CSR initiatives in skill development

Legend: CSR Funding (in INR Cr.) — Number of Projects
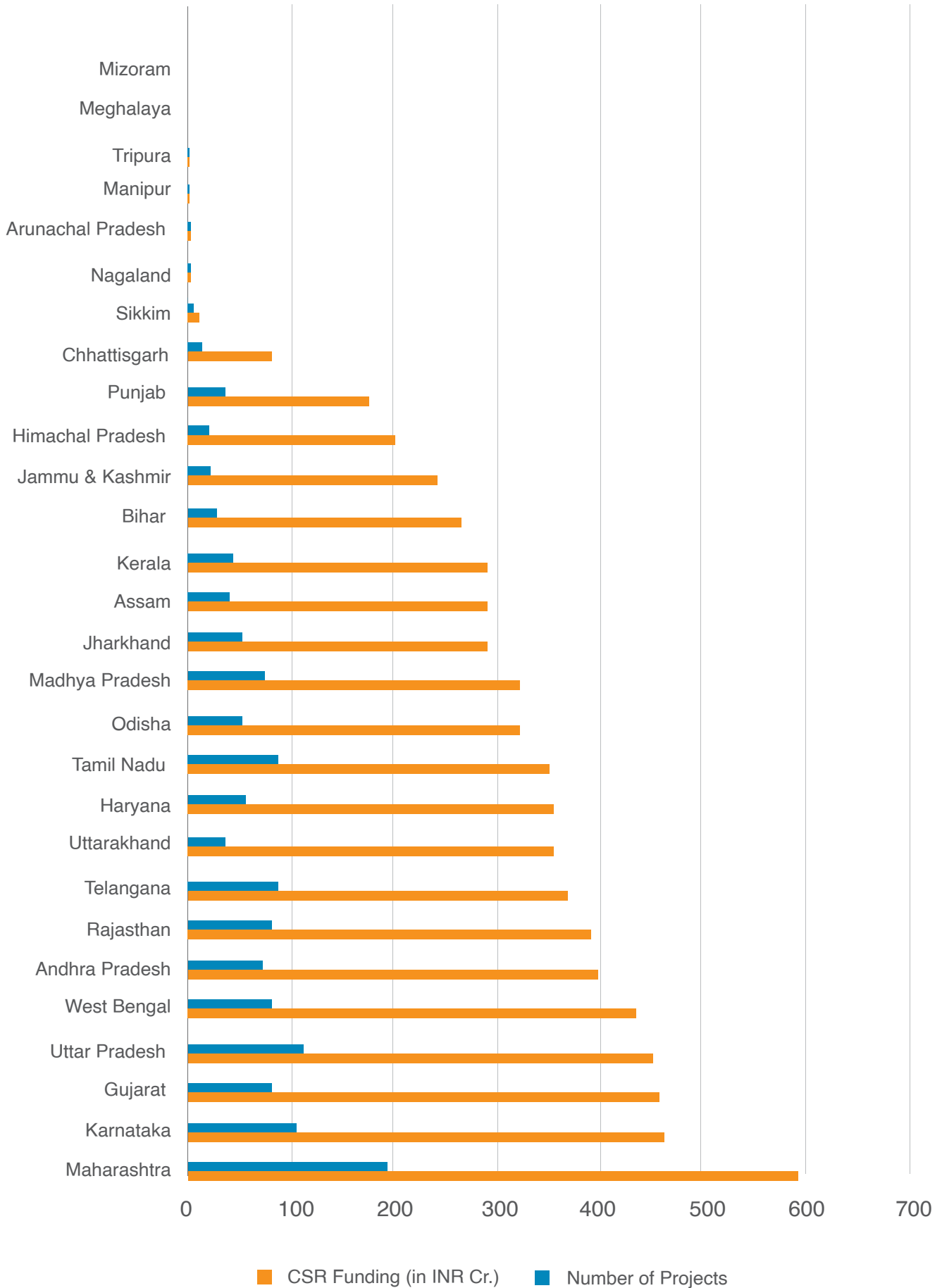
Geographic scale of CSR projects in skill development

Single State, 531

Multi- state, 179

Not Available/ Not Mentioned, 22

Pan- India, 43

Number of Projects

Geographic Scale

● Scale of Funding
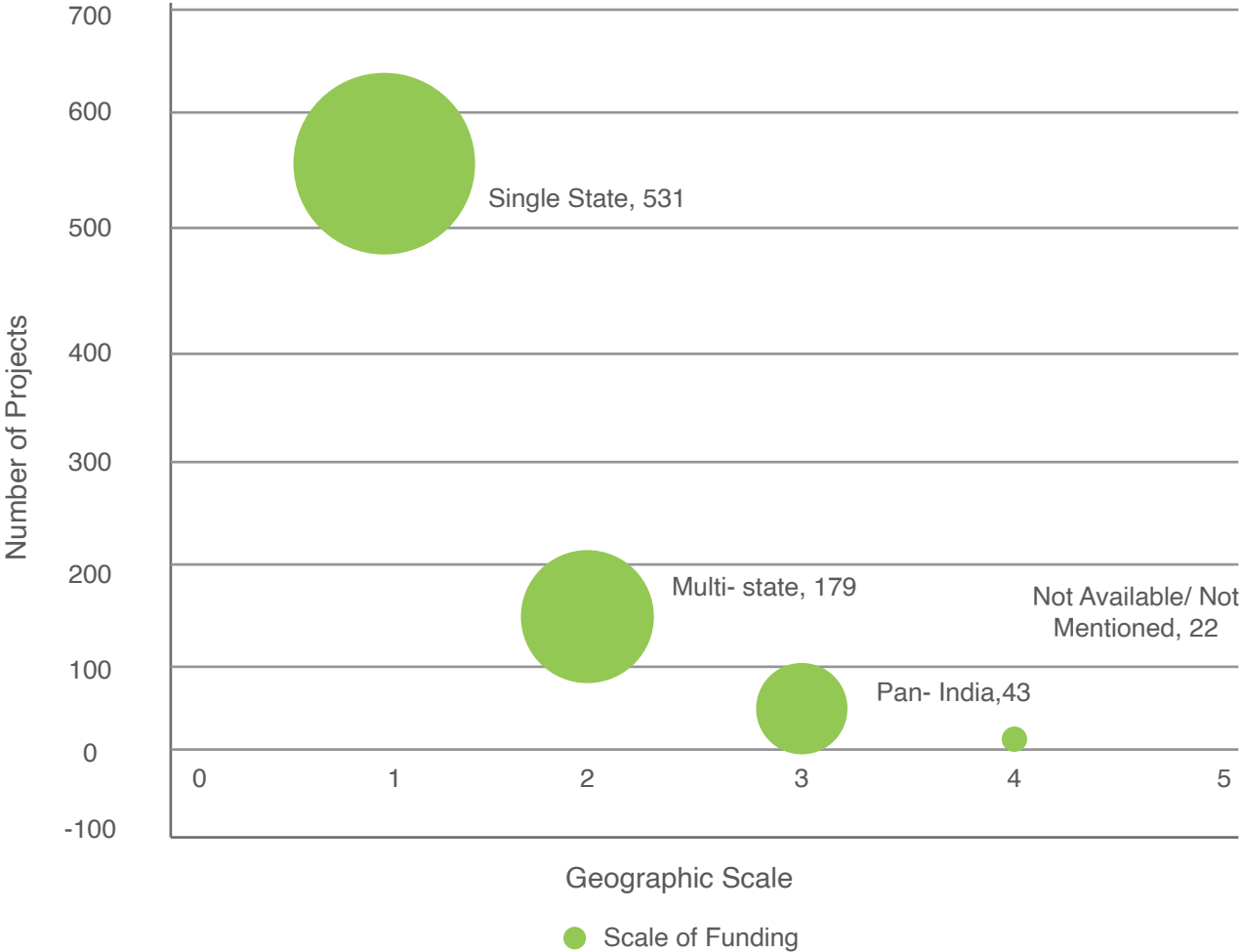
CSR funding in skill development projects in Aspirational Districts

Share of CSR funding towards Aspirational Districts

- **Aspirational Districts**
- **Non-aspirational Districts**
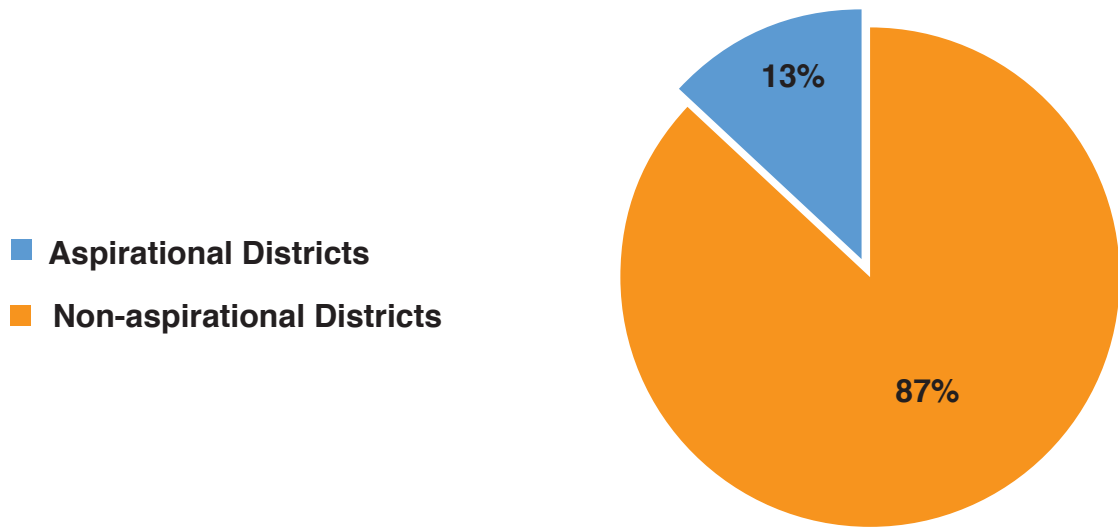
Only 13% of the total funding is dedicated towards the projects in aspirational districts.

Funding by type of companies in Aspirational Districts

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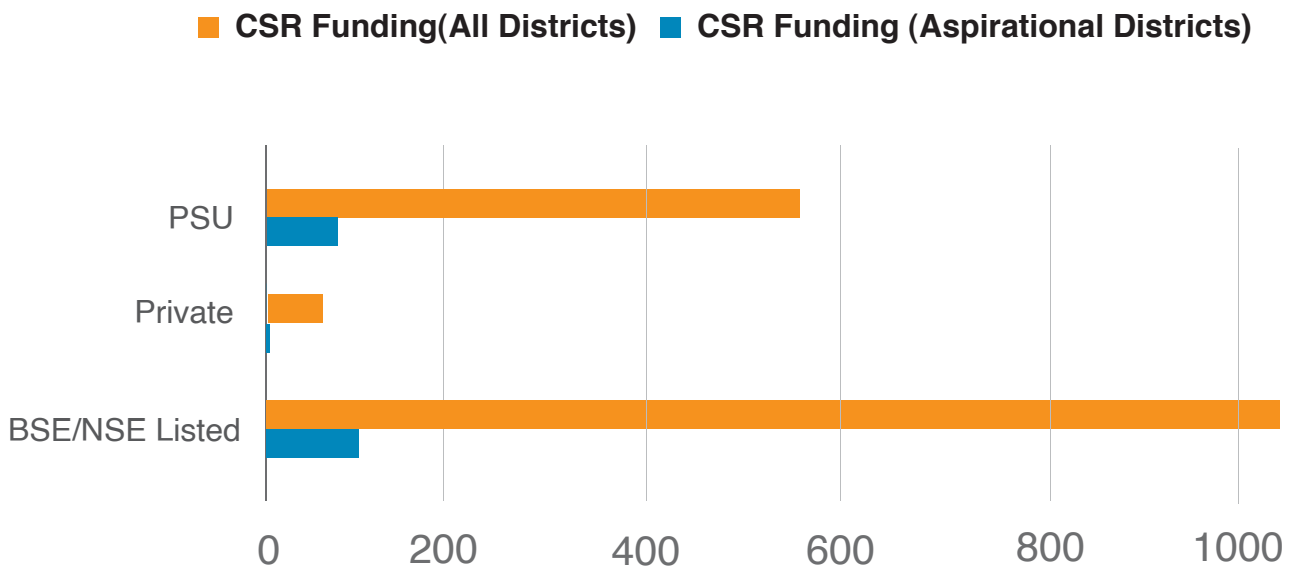
Total CSR expenditure vs. CSR expenditure in aspirational districts – PSUs lead in terms of percentage & BSE/NSE-listed companies lead in terms of absolute funding directed.

PSU vs. Non-PSU funding towards projects in Aspirational Districts

- ■ PSU
- ■ Non-PSU

40%

60%
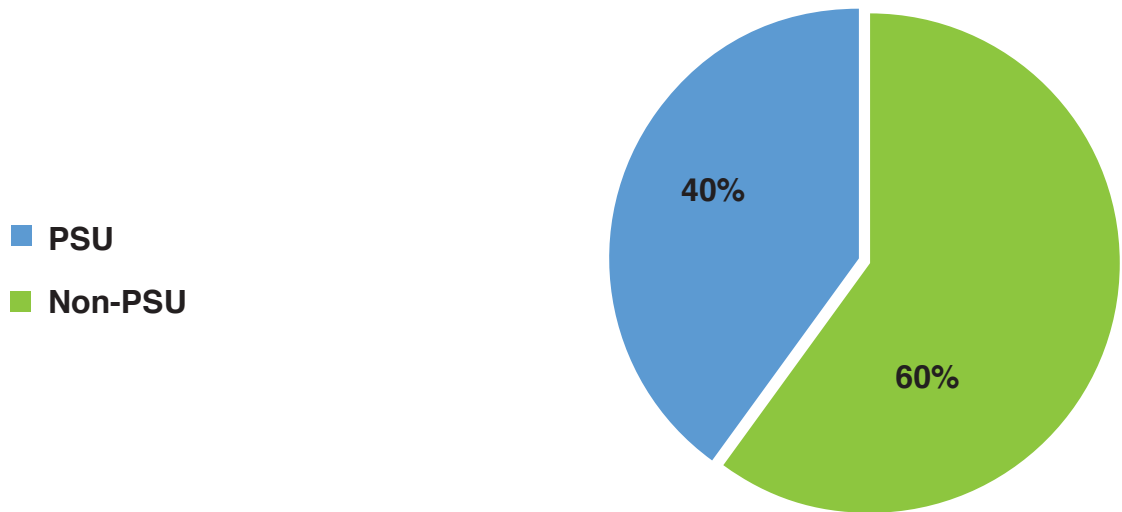
PSUs contribute 40% to the total CSR funding to skill development in aspirational districts.

Project implementation mode in Aspirational Districts

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

7%

14%

79%
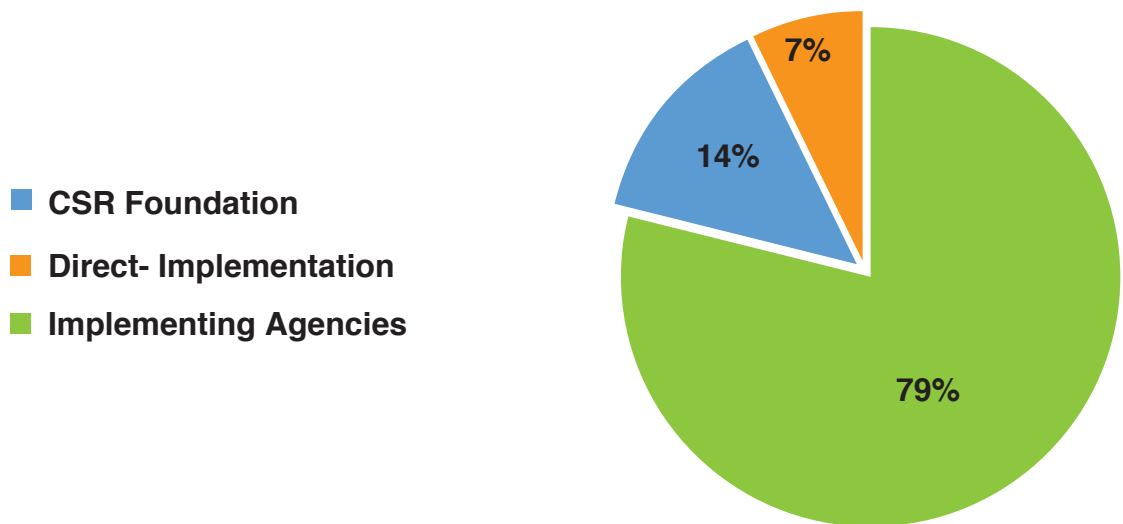
Implementing agencies lead the project execution in aspirational districts.

Top ten companies contributing to skill development projects in aspirational districts*

Sr. No.	Company name	Amount spent on skill development project (INR Cr.)
1	Hindustan Petroleum Corporation Limited	39.2
2	ITC Limited	27.6
3	Tata Steel Limited	18.4
4	Dewan Housing Finance Corporation Limited	16.5
5	Steel Authority of India Limited	15.6
6	Mahindra & Mahindra Financial Services Limited	11.6
7	SJVN Limited	11.0
8	The Tata Power Company Limited	8.0
9	NMDC Limited	7.3
10	Voltas Limited	6.8

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	Number of CSR Projects	CSR Funding (in INR Cr.)
BSE/NSE listed	233	436	1009.12
Private	51	99	78.95
PSU	44	240	564.99

Company ownership wise number of companies & share in funding

- 34%
- 31%
- 13%
- 5%
- 61% — Percentage of companies
- 56% — Share in funding

Legend:
- BSE/NSE Listed
- Private
- PSU
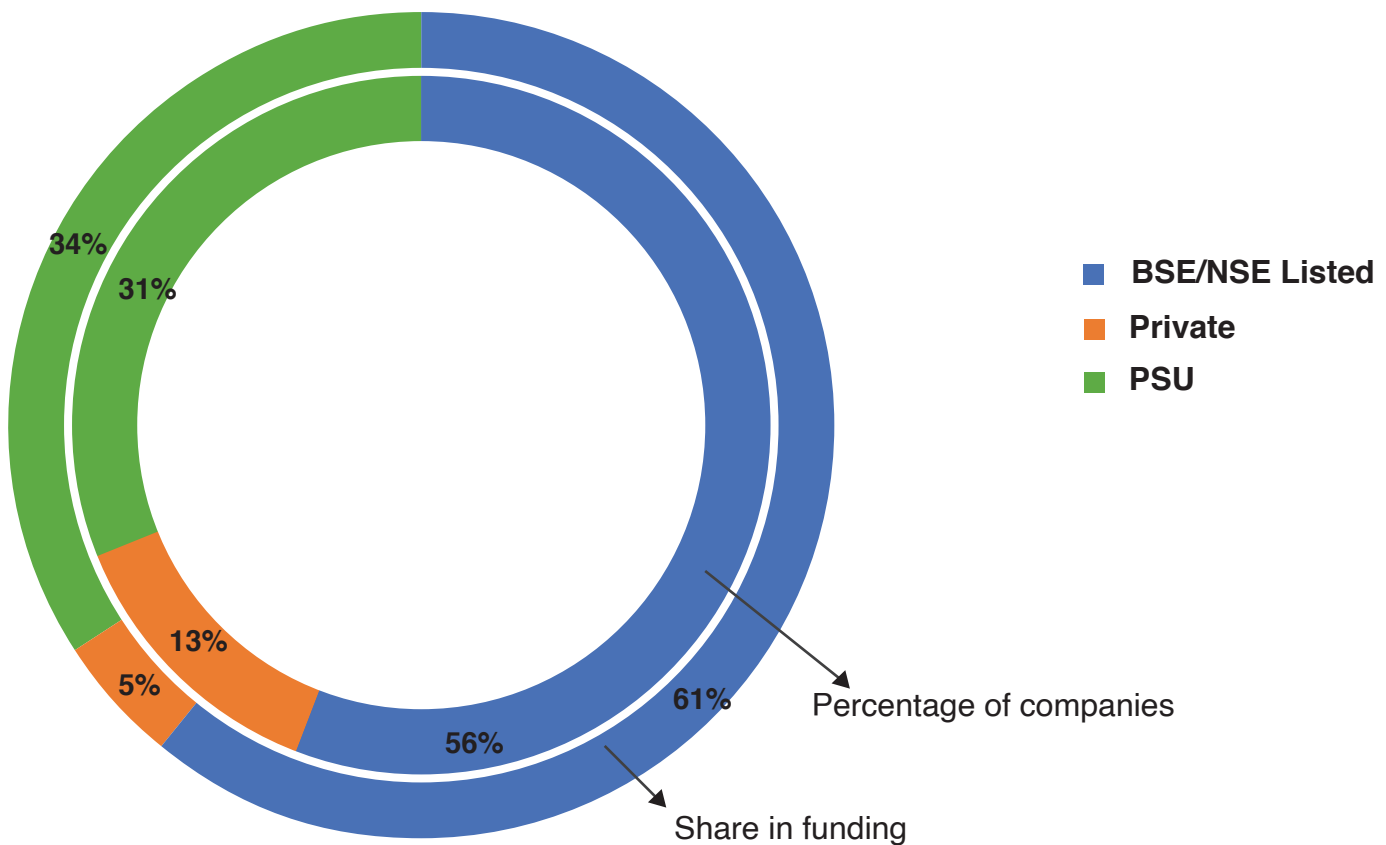
Private companies and skill development projects

51
Companies

INR 78.85 Cr.
CSR Funding

99
Projects

CSR initiatives by private companies in skill development

Chart categories (top to bottom): Skilling Infrastructure, Rural Livelihoods, PwD Skilling, Women Empowerment, Digital Skilling, Urban Livelihoods

X-axis: 0, 5, 10, 15, 20, 25

Legend:
- No. of Projects (orange)
- CSR Funding (in INR Cr.) (blue)

Geographic spread of CSR initiatives by private companies in skill development

Legend:
- No. of Projects
- CSR Funding (in INR Cr.)

Horizontal bar chart showing states (top to bottom): Jammu & Kashmir, Jharkhand, Chattisgarh, Madhya Pradesh, Uttar Pradesh, Punjab, Odisha, Assam, Andhra Pradesh, Haryana, West Bengal, Gujarat, Bihar, Rajasthan, Tamil Nadu, Karnataka, Telangana, Maharashtra. X-axis scale: 0, 5, 10, 15, 20, 25, 30, 35.

Role of partnerships in implementation of skill development projects
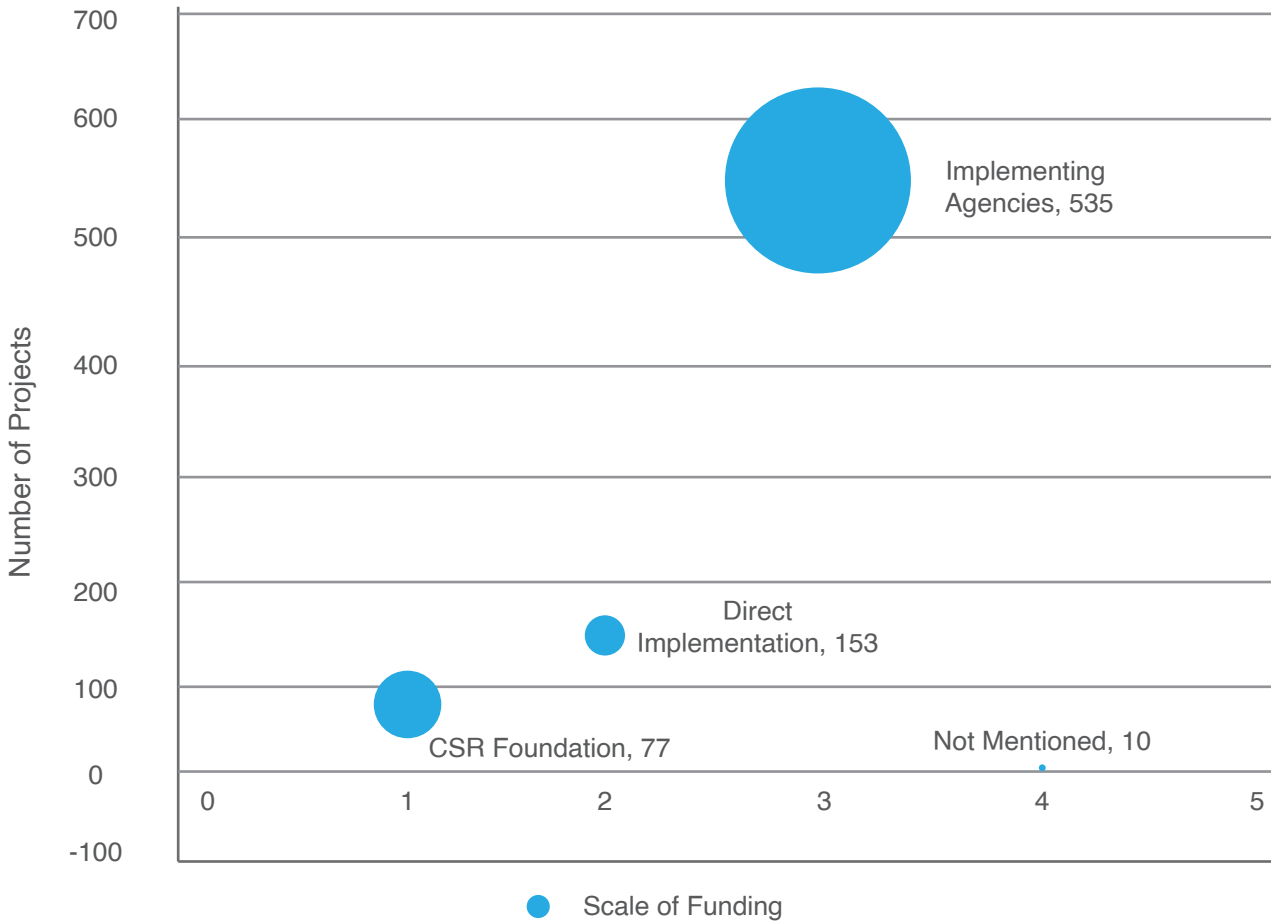
Project implementation mode

- Implementing Agencies, 535
- Direct Implementation, 153
- CSR Foundation, 77
- Not Mentioned, 10

Number of Projects (y-axis): -100, 0, 100, 200, 300, 400, 500, 600, 700

Scale of Funding (x-axis): 0, 1, 2, 3, 4, 5

● Scale of Funding

Project implementation mode

- CSR Foundation — 14%
- Direct- Implementation — 8%
- Implementing Agencies — 78%
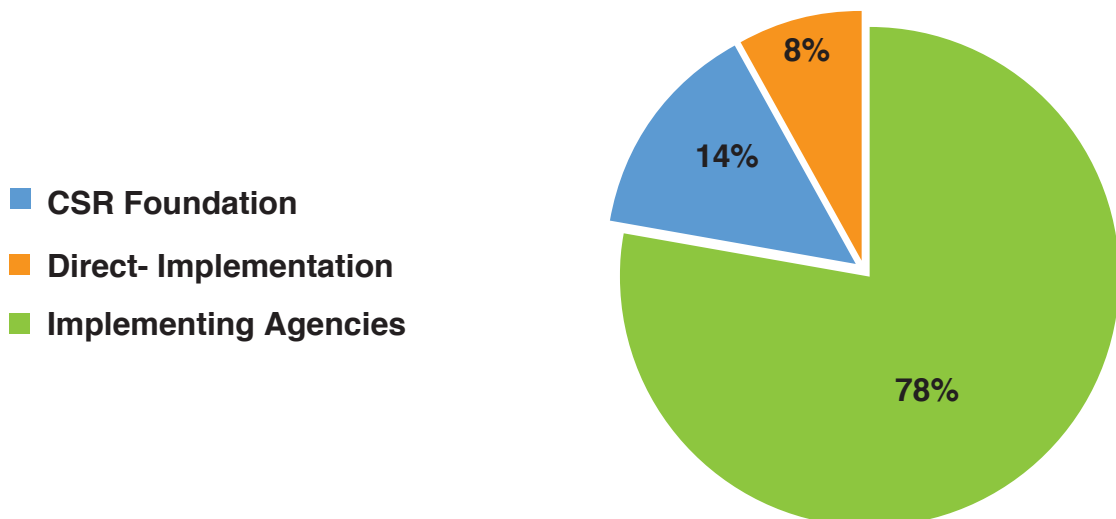
Implementing agencies lead project execution in skill development.

Projects through government agencies

Yes
No

8%

92%
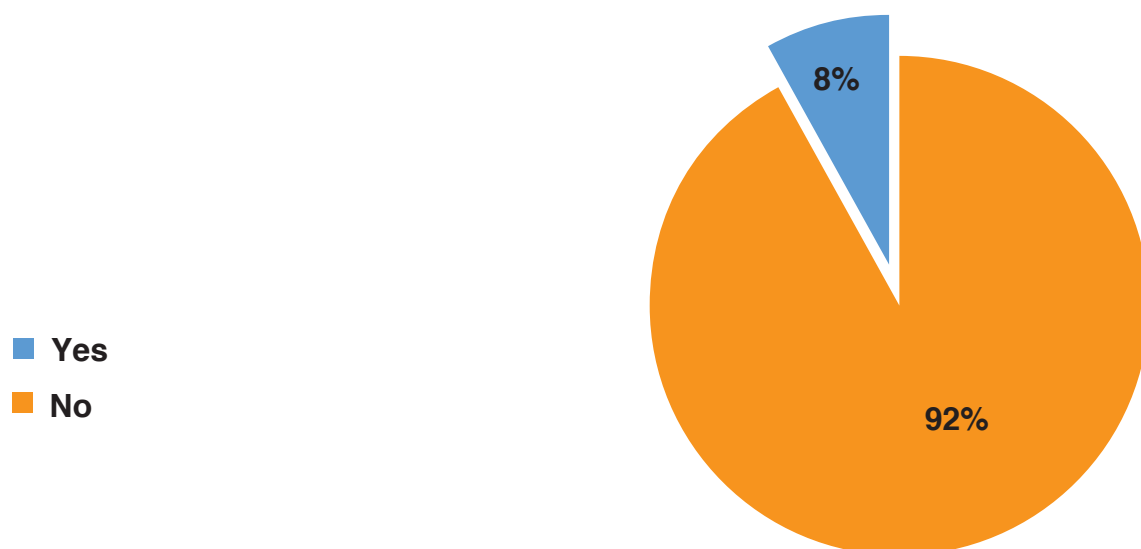
Only 8% projects are being implemented through government agencies

SDG reporting for CSR projects in skill development

Legend: NO (yellow), YES (green)

Industry	NO	YES
Tyres	100%	0%
Transport & Logistics	~99%	~1%
Textiles	100%	0%
Shipping	100%	0%
Printing & Stationary	100%	0%
Power and Heavy Engineering	~93%	~7%
Plantation - Tea & Coffee	100%	0%
Paper	100%	0%
Paints & Varnishes	100%	0%
Oil, drillinng, lubricants & Petrochemicals	~85%	~15%
Miscellaneous	~99%	~1%
Metals, Minings & Mineral	~94%	~6%
Media & Entertainment	100%	0%
Hotels	100%	0%
Healthcare & Pharmaceuticals	~95%	~5%
Food Processing	~50%	~50%
Electricals	100%	0%
Electric Equipment	100%	0%
Diversified	~99%	~1%
Couriers	100%	0%
Consumer Goods	~98%	~2%
Construction, Contracting & Infrastructure	~14%	~86%
Computer Software/ IT	~40%	~60%
Cigarettes	~9%	~91%
Chemical, Pesticides & Fertilizer	~61%	~39%
Cement	~5%	~95%
Casting & Forgings	~99%	~1%
Cables & Telecommunication	~44%	~56%
Breweries & Distilleris	~8%	~92%
Banking & Finance	~88%	~12%
Auto & Auto Ancillaries	~92%	~8%
Electric Equipment	100%	0%

NO   **YES**

CSR funding wise SDG accountability

23%

■ Yes
■ No

77%
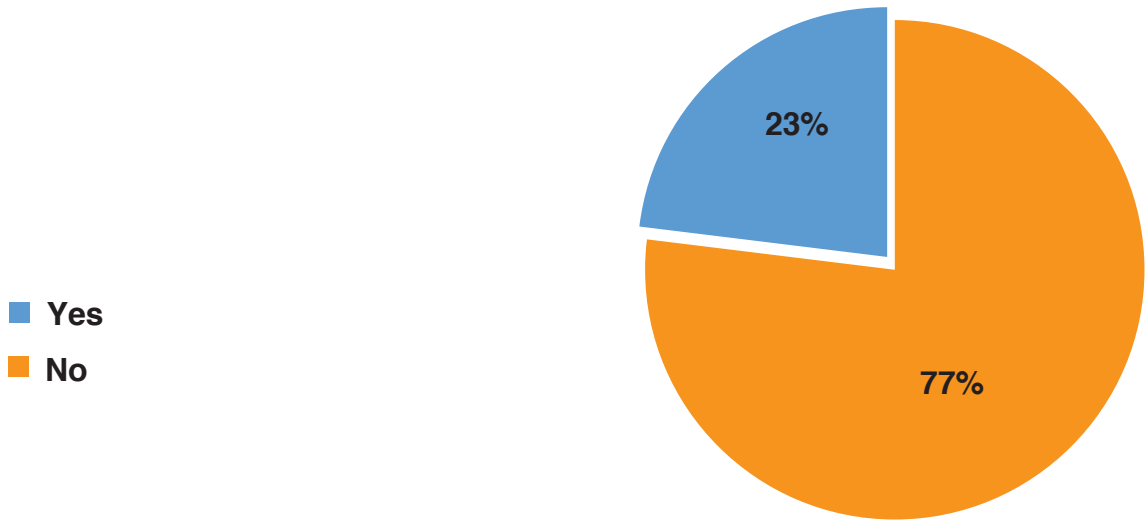
Only 23% of total CSR funding of skill development projects has been mapped with SDGs by respective companies in their annual reports.

Project implemention wise SDG reporting

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

■ No   ■ Yes
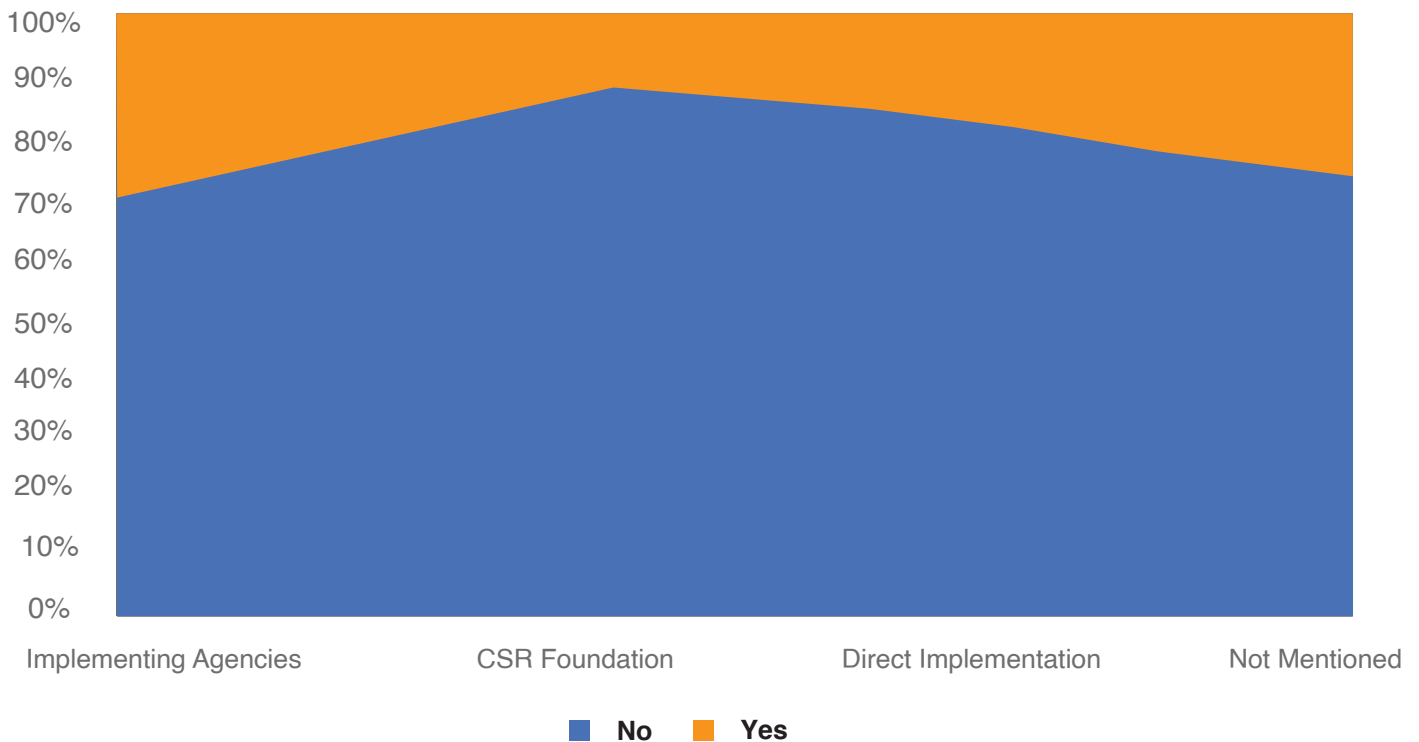
SDG reporting turnout is higher amongst projects being executed through implementing agencies.

CSR initiatives contributing to SDG indicators linked to skill development

Percentage correct responses learning outcomes in language, mathematics, science & social science for class 8 students

Average female to male ratio of average wages/salaries received per day by regular wage/ salaried employees of age15-59 years for rural and urban

Ratio of female labour force participation rate to male labour force participation rate

Average annual dropout rate at secondary level

Persons provided employment as a percentage of persons who demanded employment under MGNREGA

Annual growth rate of GDP per capita (at constant price of 2011-12)

Average unemployment rate per 1000 persons for males and females

■ No. of Projects   ■ CSR Funding (in INR Cr.)

Skill development projects align with multiple indicators including unemployment rate, growth rate of GDP, average annual dropout rate and provision of employment against the demand under MNREGA

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

Sub-thematic distribution of projects

Key Sub-thematic Areas

Horizontal bar chart showing Number of Projects (blue) and CSR Funding (in INR Cr.) (green) by sub-thematic area:

Sub-thematic Area	Number of Projects	CSR Funding (in INR Cr.)
Micro Enterprise	~8	~20
Agriculture	~18	~65
Women Empowerment	~100	~155
PwD Skilling	~65	~155
Rural Livelihoods	~110	~200
Digital Skilling	~50	~250
Urban Livelihoods	~148	~410
Skilling Infrastructure	~100	~565

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

Sub-thematic I – Skilling Infrastructure

Key industries contributing to skilling infrastructure projects

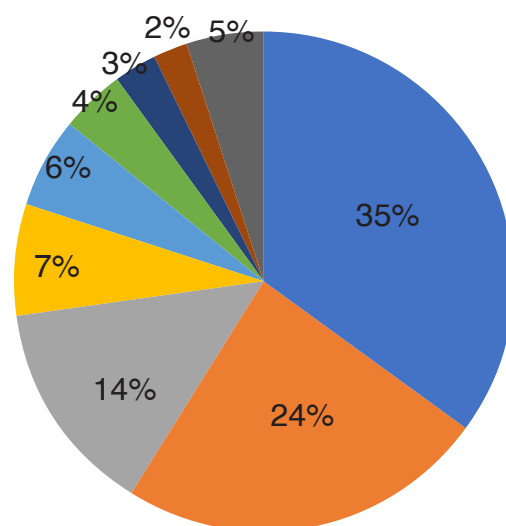- Oil, Drilling, Lubricants & Petrochemicals
- Power and Heavy Engineering
- Auto & Auto Ancillaries
- Construction, Contracting & Infrastructure
- Computer Software/ IT
- Diversified
- Electricals
- Metals, Mining & Mineral
- Others

Pie chart values: 35%, 24%, 14%, 7%, 6%, 4%, 3%, 2%, 5%

List of top 10 companies contributing to skilling infrastructure projects:

Sr. No.	Company name	CSR funding in skilling infrastructure (in INR Cr.)
1	Indian Oil Corporation Limited	136.55
2	NTPC Limited	132.03
3	Maruti Suzuki India Limited	73.84
4	Larsen and Toubro Limited	41.11
5	Hindustan Petroleum Corporation Limited	39.17
6	Tata Consultancy Services Limited	36
7	Hindustan Aeronautics Limited	20.22
8	Bharat Electronics Limited	17.20
9	GAIL (India) Limited	14.32
10	UltraTech Cement Limited	6.77

Project implementation wise share of CSR funding

■ CSR Foundation

■ Direct- Implementation

■ Implementing Agencies

6%

5%

89%
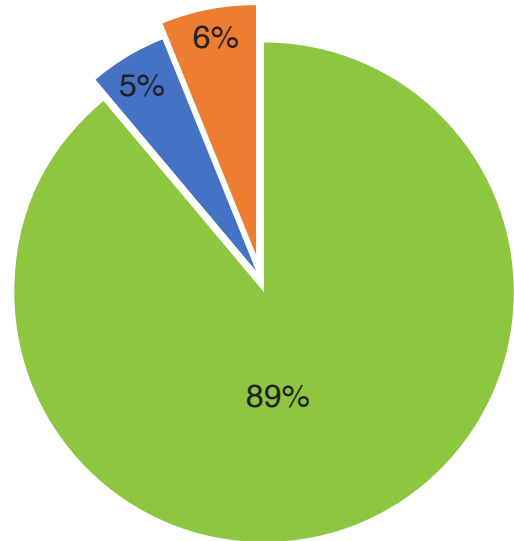
Sub-thematic II – Urban Livelihoods

Key industries contributing to urban livelihood projects

- Banking & Finance
- Computer Software/ IT
- Metals, Minings & Mineral
- Paints
- Auto & Auto Ancillaries
- Diversified
- Consumer Goods
- Healthcare & Pharmaceuticals
- Others

Pie chart values: 29%, 16%, 11%, 11%, 6%, 5%, 5%, 4%, 13%

List of top 10 companies contributing to urban livelihood projects:

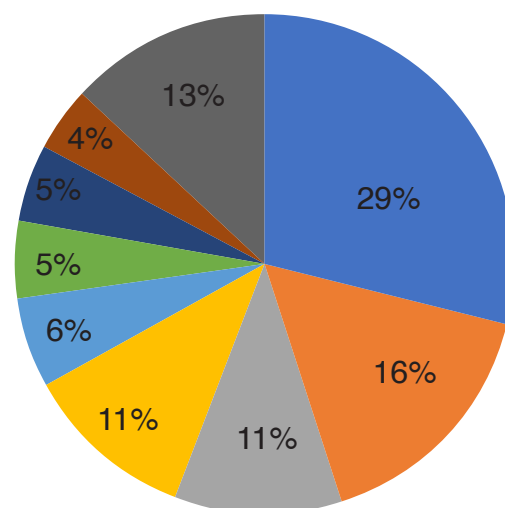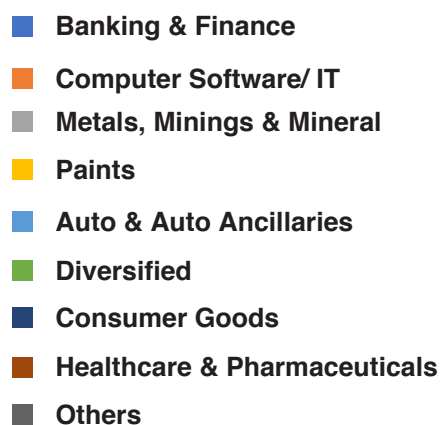| Sr. No.	Company name	CSR funding in urban livelihood (in INR Cr.)
1	ICICI Bank Limited	38
2	Tech Mahindra Limited	35.01
3	HDFC Bank Limited	24.19
4	Asian Paints Limited	22.46
5	Graphite India Limited	21.45
6	Tata Steel Limited	18.35
7	IndusInd Bank Limited	13.83
8	ICICI Lombard General Insurance Company Limited	13.61
9	ICICI Prudential Asset Management Company Limited	13.57
10	Berger Paints Limited	13.47

Project implementation wise share of CSR funding

- CSR Foundation
- Direct- Implementation
- Implementing Agencies

35%

4%

61%

Sub-thematic III - Digital Skilling

Key industries contributing to digital skilling projects

- ■ Computer Software/ IT
- ■ Metals, Minings & Mineral
- ■ Diversified
- ■ Banking & Finance
- ■ Oil, Drilling, Lubricants & Petrochemicals
- ■ Others

77%
8%
6%
6%
2%
1%

List of top 10 companies contributing to digital skilling projects:

Sr. No.	Company name	CSR funding in digital skilling (in INR Cr.)
1	Wipro Limited	107.58
2	Tata Consultancy Services Limited	36
3	Tech Mahindra Limited	20.03
4	Tata Steel Limited	18.35
5	ICICI Lombard General Insurance Company Limited	13.61
6	ICICI Prudential Asset Management Company Limited	13.57
7	Larsen & Toubro Infotech Limited	7.81
8	Microsoft Corporation (India) Private Limited	5.34
9	Kirloskar Oil Engines Limited	4.25
10	L&T Technology Services Limited	3.97

Project implementation wise share of CSR funding

- CSR Foundation
- Direct- Implementation
- Implementing Agencies

1%

20%

79%
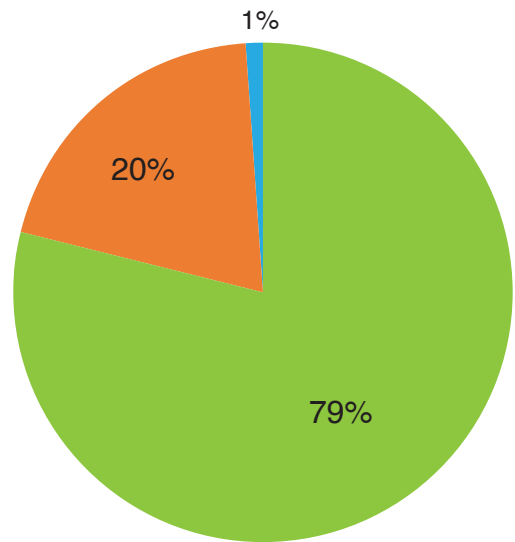
Sub-thematic IV - Rural Livelihoods

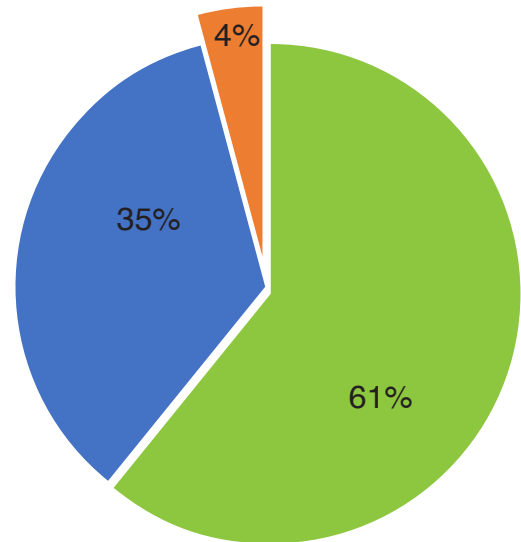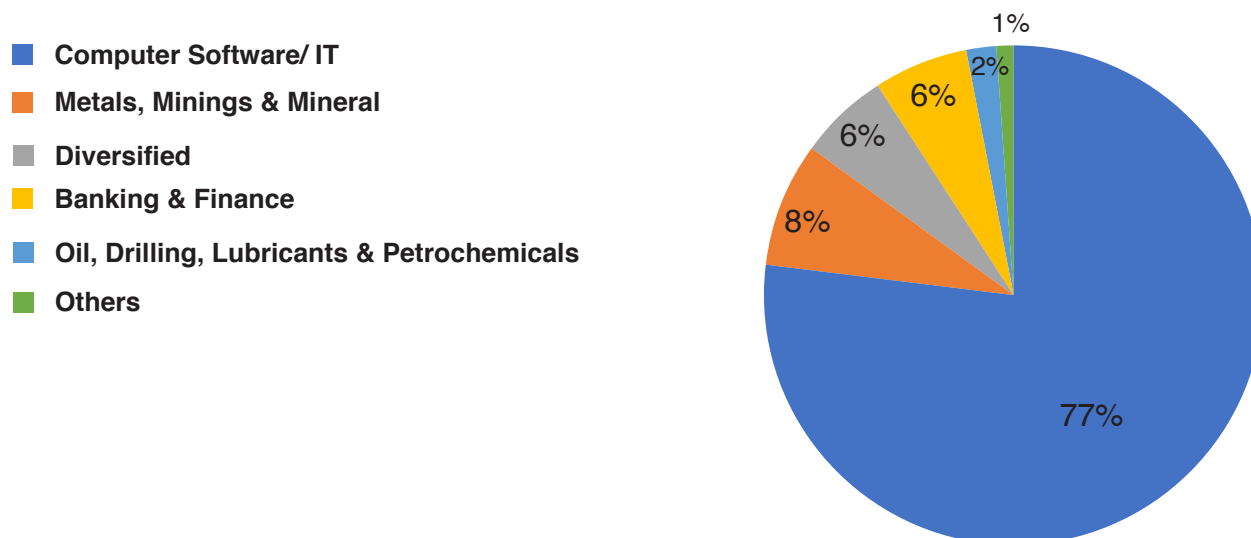## Key industries contributing to rural livelihood projects

- Banking & Finance
- Metals, Minings & Mineral
- Diversified
- Healthcare & Pharmaceuticals
- Power and Heavy Engineering
- Oil, Drilling, Lubricants & Petrochemicals
- Others

List of top 10 companies contributing to rural livelihood projects:

Sr. No.	Company name	CSR funding in rural livelihood (in INR Cr.)
1	ICICI Bank Limited	38
2	HDFC Bank Limited	24.19
3	Tata Steel Limited	18.35
4	ICICI Lombard General Insurance Company Limited	13.61
5	ICICI Prudential Asset Management Company Limited	13.57
6	Dr. Reddy's Laboratories Limited	12.15
7	ICICI Securities Limited	9.65
8	Godrej Consumer Products Limited	8.84
9	The Tata Power Company Limited	7.99
10	Hero MotoCorp Limited	5.35

Project implementation wise share of CSR funding

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

4%

46%

50%
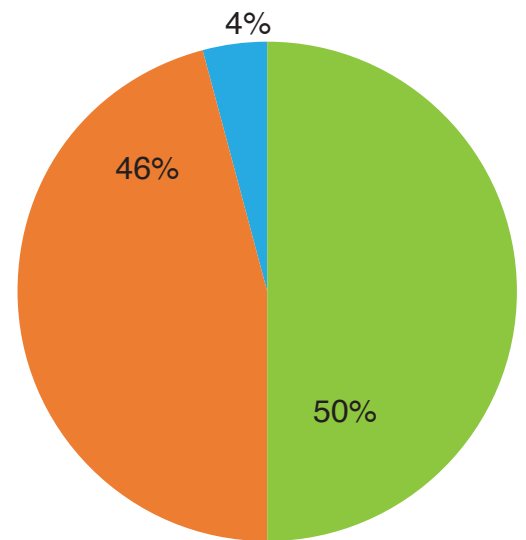
Sub-thematic V - PwD Skilling

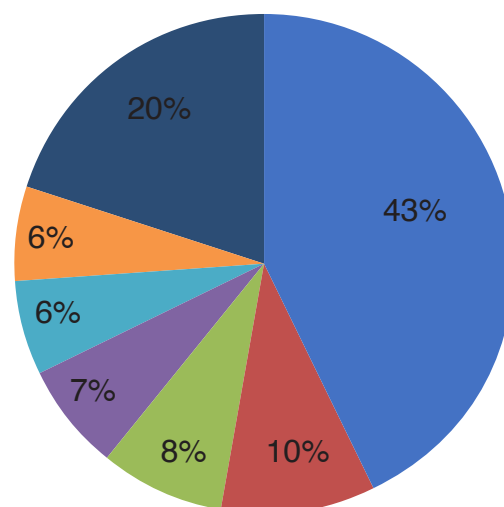## Key industries contributing to PwD skilling projects

Legend:
- Computer Software/ IT
- Auto & Auto Ancillaries
- Banking & Finance
- Healthcare & Pharmaceuticals
- Metals, Minings & Mineral
- Oil, Drilling, Lubricants & Petrochemicals
- Power & Heavy Engineering
- Consumer Goods
- Cables & Telecommunication
- Others
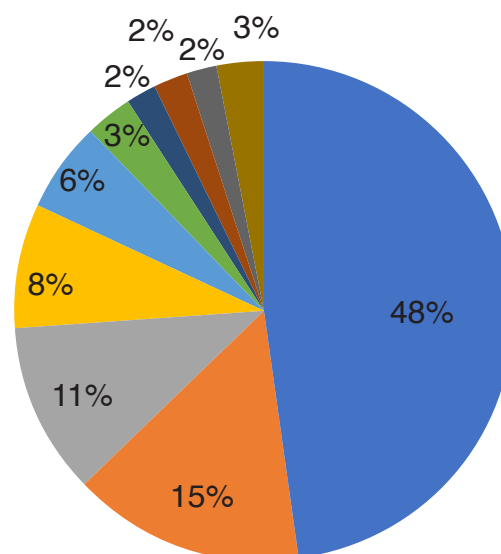
Pie chart values: 48%, 15%, 11%, 8%, 6%, 3%, 2%, 2%, 2%, 3%

List of top 10 companies contributing to PwD skilling projects:

Sr. No.	Company name	CSR funding in PwD skilling (in INR Cr.)
1	Tata Consultancy Services Limited	36
2	Hero MotoCorp Limited	20.33
3	Tech Mahindra Limited	20.03
4	Dr. Reddy's Laboratories Limited	12.14
5	Housing Development Finance Corporation Limited	9.32
6	Jindal Steel and Power Limited	8.72
7	Larsen & Toubro Infotech Limited	7.81
8	L&T Technology Services Limited	3.97
9	HSBC Electronic Data Processing India Private Limited	3.44
10	Mahindra & Mahindra Financial Services Limited	3.35

Project implementation wise share of CSR funding

- **CSR Foundation**
- **Direct- Implementation**
- **Implementing Agencies**

4%

13%

83%

CSRBOX
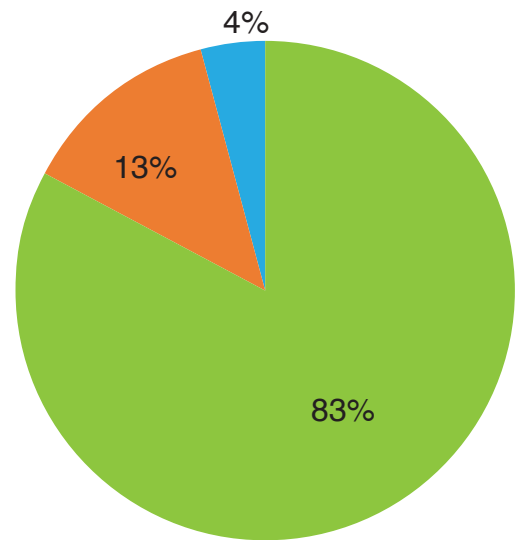
India's Largest CSR Analytics & Partnerships Platform

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 Digital Outreach & Amplification | 2 Knowledge Resources | 3 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 CSR Project Conceptuatization, Ideation & Execution | 2 Identification & Due diligence of NGO Partners | 3 CSR Handholding | 4 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 collobrations, 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 |

India EduFuture Summit 2020

A Virtual Event

Conference | Expo | EdTech

www.indiaedufuture.in

22nd and 23rd July, 2019

Ever since the world has been plagued by the COVID19, the education sector has tried and tested many novel ways to deliver education and keep the learning curve moving. However, all the faults of the current Indian education system have become all the more prominent and glaring in the face of this crisis and unless the education system undergoes a massive change to adapt to current requirements and becomes agile to future challenges, our goal of providing quality education to all will remain a distant dream.

Most experts and academicians opine that, in the coming time, technology will play a vital role in shaping the way children will learn and the delivery of education in the classroom and beyond. We couldn't agree more. The current global health crisis has forced us all to remain indoors, but has also opened up a window of opportunity to redefine, re-design and recalibrate our education system such that we are better prepared for future disruptions and are able to adapt to the changing needs of our students.