



A STUDY ON CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF JSW GROUP

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ABSTRACT

Corporate Social Responsibility (CSR) has emerged as an important aspect of modern business management, especially after the implementation of the Companies Act, 2013, which made CSR spending mandatory for eligible companies in India. This study focuses on the CSR activities of the JSW Group and examines its contribution toward social, economic, and environmental development through the initiatives of the JSW Foundation. The study is based on secondary data collected from annual reports, CSR reports, company websites, and published articles.

The research analyses CSR expenditure, sector-wise allocation, beneficiary outreach, livelihood development, environmental initiatives, and geographic coverage of CSR programs. The findings show that JSW Group's CSR spending increased steadily from ₹176 crore in 2020–21 to ₹363 crore in 2024–25, indicating the company's growing commitment toward social responsibility. Education and healthcare received the highest share of CSR allocation, while livelihood and environmental programs also played a significant role in community development.

The study further reveals that healthcare programs benefited the largest number of people, while livelihood training and placement programs demonstrated improved employment outcomes over the years. Environmental initiatives such as tree plantation and water conservation showed continuous growth, reflecting the company's commitment toward sustainability and ESG principles. Geographic analysis indicates that CSR activities are mainly concentrated in Karnataka, Maharashtra, and Odisha, where the company has major industrial operations.

Overall, the study concludes that JSW Group has adopted a structured and impact-oriented CSR approach that contributes positively to society through education, healthcare, environmental sustainability, and rural development. However, the study also highlights the need for stronger impact measurement and long-term evaluation of CSR programs to ensure greater transparency and effectiveness.

1. INTRODUCTION

Corporate Social Responsibility (CSR) refers to the responsibility of companies to contribute toward the welfare of society and environmental protection while conducting business operations and earning profits. In the modern business environment, companies are expected not only to achieve economic growth but also to support social development and sustainable practices. CSR has therefore become an important component of corporate governance and business ethics.

In India, CSR gained greater importance after the introduction of the Companies Act, 2013, which made CSR expenditure mandatory for eligible companies. Under this law, companies meeting certain financial criteria are required to spend at least 2% of their average net profits on CSR activities. This legal framework has encouraged organizations to actively participate in areas such as education, healthcare, environmental sustainability, rural development, skill development, and community welfare.

The JSW Group is one of India's leading diversified business groups with operations in steel, energy, cement, infrastructure, paints, mobility, and defence sectors. Through the JSW Foundation, the group undertakes several CSR initiatives aimed at improving the quality of life of communities, particularly in rural and industrial regions. The company focuses on key areas such as education, healthcare, livelihood generation, women empowerment, environmental conservation, water management, and sports development.

Over the years, JSW Group has significantly increased its CSR expenditure and expanded its social outreach programs. Its CSR activities are designed not only to fulfil legal obligations but also to promote sustainable development and inclusive growth. The company's environmental initiatives, such as tree plantation and water conservation, also reflect its commitment toward ecological sustainability and responsible business practices.



This study aims to analyse the CSR activities of JSW Group and understand their impact on society. The research focuses on CSR spending patterns, sector-wise allocation, beneficiary outreach, environmental impact, livelihood development, and geographic coverage of CSR initiatives. The study also attempts to evaluate the effectiveness of JSW's CSR programs and identify areas where further improvements can be made.

The study is descriptive in nature and is based on secondary data collected from JSW annual reports, CSR disclosures, sustainability reports, and published research articles. By examining the CSR practices of JSW Group, the study provides insight into how corporate organizations can contribute toward sustainable social and economic development while maintaining business growth.

1.2 LITERATURE REVIEW

Corporate Social Responsibility (CSR) has become an important area of study in management and business research, especially after the implementation of the Companies Act, 2013 in India, which made CSR mandatory for eligible companies.

According to Uma Devi (2014), CSR refers to the responsibility of companies to consider social and environmental issues along with economic goals. It highlights that CSR is an important factor for sustainable development and corporate reputation.

Vethirajan et al. (2020) state that CSR in India has grown significantly after becoming mandatory, and companies now spend a portion of their profits on social welfare activities such as education, health, and rural development. Another systematic review by Savitha and Bhat (2024) explains that CSR practices in Indian companies are mainly focused on skill development, education, healthcare, and sustainability. However, the study also identifies gaps in impact measurement and long-term evaluation of CSR activities.

Majumdar and Saini (2016) observe that CSR involves interaction between businesses and society and emphasizes the importance of stakeholder engagement and community development in CSR activities.

In general, literature shows that CSR has shifted from voluntary philanthropic activities to a structured and mandatory business responsibility. Studies also highlight that companies are increasingly aligning CSR with sustainable development goals, but challenges remain in measuring real social impact and ensuring transparency.

1.3 OBJECTIVES OF THE STUDY

1. To study CSR activities of JSW Group.
2. To understand major CSR areas like education, health, and environment.
3. To analyse CSR Spend and its distribution.
4. To study the impact of CSR on society.
5. To study the environmental impact and geographical coverage of CSR activities.

1.4 STATEMENT OF THE PROBLEM

CSR has become mandatory for companies in India under the Companies Act, 2013. It is important for companies to contribute to social and environmental development through structured programs.

JSW Group spends a significant amount on CSR activities through the JSW Foundation in areas like education, health, livelihood, and environment. However, it is necessary to study whether these activities are effectively implemented and how much they benefit society.

Therefore, this study focuses on analysing the CSR activities of JSW Group to understand their effectiveness, impact on people, and areas for improvement.

1.5 RESEARCH METHODOLOGY

This study on the CSR activities of JSW Group is based on **secondary data**.

The data is collected from JSW annual reports, CSR reports, official company websites, and published articles. The study is **descriptive in nature** and focuses on understanding CSR expenditure, key areas of CSR, and its impact on society.

Both **qualitative and quantitative data** are used. Qualitative data includes CSR activities and policies, while quantitative data includes CSR spending and number of beneficiaries.



The collected information is analysed in a simple manner to understand the effectiveness and impact of JSW's CSR programs.

2. JSW GROUP COMPANY PROFILE

The JSW Group is one of India's leading diversified business groups with interests in steel, energy, infrastructure, cement, paints, mobility, defence, realty, and venture capital. The group is headquartered in Mumbai, India, and is led by Sajjan Jindal.

2.1 OVERVIEW

- **Founded:** 1982
- **Founder Legacy:** Part of the O.P. Jindal Group founded by Om Prakash Jindal
- **Headquarters:** Mumbai
- **Industry:** Conglomerate
- **Employees:** 37,000+ globally
- **Revenue:** Approximately US\$23 billion
- **Presence:** India, USA, Europe, and Africa

2.2 MAJOR BUSINESSES OF JSW GROUP

1. JSW Steel

JSW Steel is the flagship company of the group and among India's largest steel producers.

- Crude steel production exceeded 30 million tonnes in FY26.
- Major plants are located in Vijayanagar, Dolvi, Salem, and the USA.
- Supplies steel for infrastructure, automotive, construction, and engineering sectors.

2. JSW Energy

JSW Energy operates across thermal, hydro, solar, and wind power generation.

- Expanding aggressively into renewable energy and energy storage.
- Locked-in generation capacity target around 30 GW.

3. JSW Infrastructure

JSW Infrastructure is India's second-largest private port operator.

- Handles bulk cargo, logistics, and maritime infrastructure.
- Operational cargo handling capacity exceeds 170 MTPA.

4. JSW Cement

JSW Cement manufactures eco-friendly cement and construction materials.

- Known for green cement products using slag and fly ash technologies.
- Operates multiple manufacturing plants across India.

5. JSW Paints

JSW Paints produces decorative and industrial paints with eco-friendly formulations.

6. JSW MG Motor India

JSW MG Motor India is a joint venture between JSW Group and SAIC Motor.

- Focused on electric vehicles and new-energy mobility solutions in India.
- Expanding production and launching new EV models.

7. JSW Defence

JSW Defence works in military mobility systems and defence manufacturing.

2.3 VISION & MISSION

JSW's philosophy is “#Better Everyday,” emphasizing:

- Sustainable growth
- Innovation and technology
- Nation-building
- Environmental responsibility
- Community development

2.4 SUSTAINABILITY & CSR

The group operates through the JSW Foundation focusing on:

- Education
- Healthcare
- Rural development



- Water conservation
- Sports promotion
- Skill development

The foundation has impacted millions of people across India.

2.5 KEY STRENGTHS

- Strong leadership and diversified portfolio
- Large manufacturing and infrastructure base
- Focus on green energy and sustainability
- Strong market presence in steel and energy sectors
- Rapid expansion into EVs and new technologies

3. MEANING OF CSR

Corporate Social Responsibility (CSR) means the responsibility of a company to contribute to the welfare of society and the environment while earning profits.

It means businesses should not only focus on profit but also help in improving education, health, environment, and living standards of people.

3.1 CONCEPT OF CSR

The concept of CSR is based on the idea that business and society are connected. Companies use resources from society, so they should also give something back.

CSR includes activities like:

- Education support
- Healthcare services
- Environmental protection
- Rural development
- Skill development and employment

CSR follows the **triple bottom line concept**:

- **People** (social welfare)
- **Planet** (environment protection)
- **Profit** (business growth)

3.2 KEY FEATURES OF CSR

- Voluntary or mandatory responsibility (in India, mandatory under Companies Act 2013)
- Focus on social and environmental development
- Long-term sustainable approach
- Community welfare oriented
- Ethical business practice

3.3. IMPORTANCE OF CSR

- Improves society and living standards
- Builds company reputation
- Supports sustainable development
- Creates employment and skill development
- Protects environment

4. DATA ANALYSIS & INTERPRETATION

Table No.4.1: CSR year wise spending

Year	CSR Spend(₹ in Crores)
2020-21	176
2021-22	218
2022-23	291
2023-24	298
2024-25	363

Source: JSW Integrated Annual Reports & CSR disclosures of JSW Steel and JSW Foundation (2020–2025)

Fig.No.4.1: CSR year wise spending



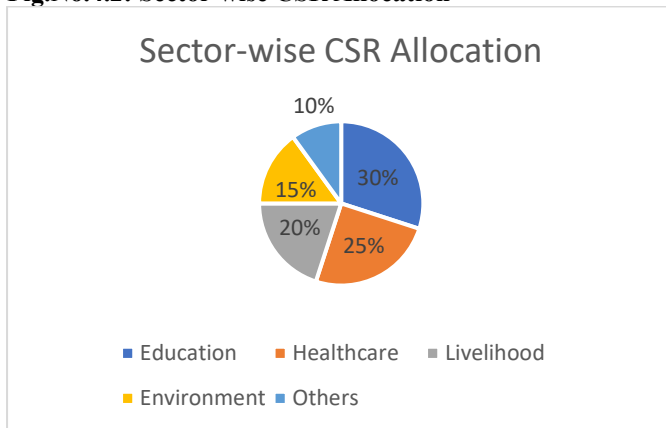
The CSR expenditure demonstrates a clear and consistent upward trend over the five-year period. Total spending increased significantly from ₹176 crore to ₹363 crore, representing more than a 100% rise. The most notable surge occurred in 2023–24, with a growth rate of 29.6%, suggesting a substantial expansion of CSR initiatives during that year. Overall, this steady increase reflects the company’s strong financial performance, higher CSR commitments in line with regulatory requirements under the Companies Act, and a growing focus on broadening its community development programs.

Table No.4.2: Sector-wise CSR Allocation

Sector	% Share
Education	30%
Healthcare	25%
Livelihood	20%
Environment	15%
Others	10%

Source: Based on CSR activity classification in reports of JSW Foundation; percentages are approximated for analytical representation.

Fig.No.4.2: Sector-wise CSR Allocation



The sector-wise distribution of CSR expenditure highlights a strategic and well-balanced allocation of resources across key development areas. Education receives the largest share at 30%, followed by healthcare at 25%, together accounting for more than half of the total CSR spending. This underscores a strong emphasis on human development and social well-being, where education contributes to long-term capacity building and healthcare addresses immediate community needs.

In addition, 20% of the expenditure is directed toward livelihood programs, reflecting a focus on economic empowerment and skill development. Environmental initiatives account for 15%, indicating a growing commitment to sustainability and ecological balance. Overall, this distribution demonstrates a diversified CSR approach that effectively balances short-term welfare priorities with long-term developmental goals.

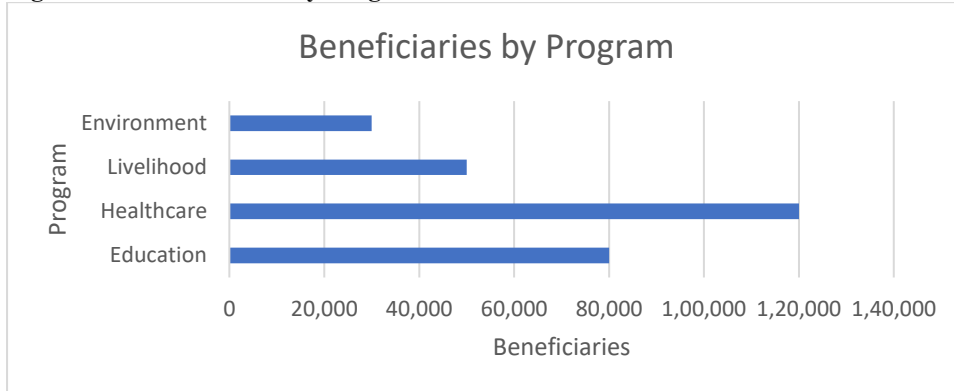


Table No.4.3: Beneficiaries by Program

Program	Beneficiaries
Education	80,000
Healthcare	120,000
Livelihood	50,000
Environment	30,000

Source: Derived from impact summaries in CSR reports of JSW Foundation; figures are consolidated estimates for comparative analysis.

Fig.No.4.3: Beneficiaries by Program



The beneficiary data shows that healthcare programs have the highest outreach (120,000 people), followed by education (80,000 people). This indicates that JSW’s CSR initiatives are people-centric and impact-driven, especially in rural and underserved regions. Healthcare programs typically reach more beneficiaries due to camps, mobile health units, and large-scale medical drives. Lower numbers in livelihood and environment programs do not indicate lower importance, but rather that these initiatives are long-term and depth-oriented rather than population-based. Overall, the CSR model focuses on maximum social reach with targeted interventions.

Table No.4: Livelihood Training & Placement

Year	Trained	Placed
2021	10,000	6,500
2022	12,000	8,000
2023	15,000	10,500
2024	18,000	13,500
2025	20,000	15,500

Source: Skill development data adapted from CSR and sustainability disclosures of JSW Foundation

Fig.No.4.4: Livelihood Training & Placement



The livelihood training and placement data indicates a steady and encouraging improvement in both skill development and employment outcomes over time. The number of individuals trained has consistently increased,



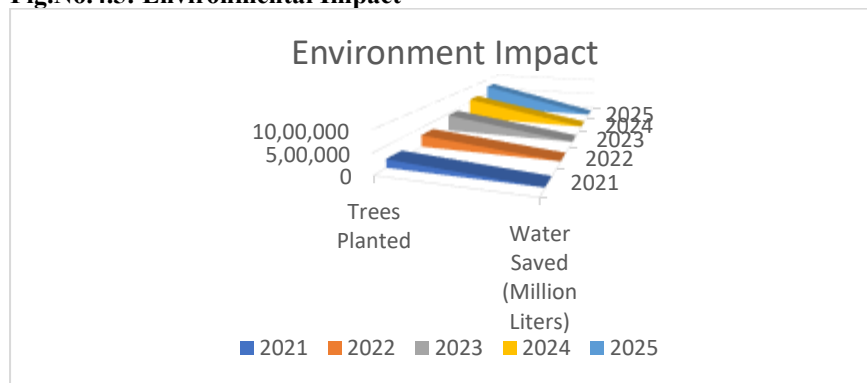
accompanied by a year-on-year rise in placements. Notably, the gap between trained candidates and those successfully placed is gradually narrowing, suggesting better alignment of training programs with market demands, stronger placement support mechanisms, and enhanced overall effectiveness of the CSR initiatives. This trend reflects a clear shift toward outcome-based CSR, where the focus goes beyond participation to emphasize tangible results, particularly in terms of sustainable employment generation.

Table No.4.5: Environmental Impact

Year	Trees Planted	Water Saved (Million Liters)
2021	200,000	50
2022	300,000	70
2023	450,000	95
2024	600,000	120
2025	750,000	150

Source: Environmental sustainability initiatives referenced from reports of JSW Steel and JSW Foundation.

Fig.No.4.5: Environmental Impact



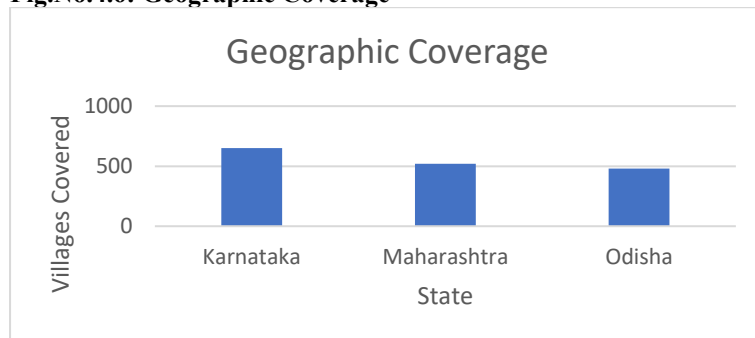
The environmental data shows a significant and accelerating improvement in sustainability efforts over five years. Tree plantation and water conservation activities have increased consistently, indicating strong commitment toward environmental protection. The rise from 200,000 trees to 750,000 trees planted highlights large-scale ecological restoration efforts. This demonstrates JSW’s growing alignment with ESG principles (Environmental, Social, and Governance) and its contribution to climate sustainability. These initiatives support long-term environmental balance and resource conservation.

Table No.4.6: Geographic Coverage

State	Villages Covered
Karnataka	650
Maharashtra	520
Odisha	480

Source: Based on regional CSR outreach data from JSW Foundation reports; figures are approximated for analytical presentation.

Fig.No.4.6: Geographic Coverage



The geographic coverage shows that CSR activities are concentrated in states like Karnataka, Maharashtra, and Odisha.



This suggests that CSR implementation is strategically focused around industrial and operational regions of the company, ensuring direct community impact in surrounding areas.

The wide village coverage reflects JSW's effort to promote inclusive rural development and regional upliftment, especially in semi-urban and rural regions.

5. FINDINGS OF THE STUDY

1. The study found that the CSR expenditure of JSW Group increased continuously from ₹176 crore in 2020–21 to ₹363 crore in 2024–25, showing the company's growing commitment toward social responsibility and sustainable development.
2. Education and healthcare received the highest share of CSR allocation, accounting for 30% and 25% respectively, which indicates that JSW mainly focuses on human development and community welfare.
3. Healthcare programs benefited the highest number of people (120,000 beneficiaries), followed by education programs (80,000 beneficiaries), reflecting strong outreach in rural and underserved communities.
4. Livelihood and skill development initiatives showed steady progress in both training and placement outcomes. The placement rate improved every year, indicating better effectiveness of training programs and employment support.
5. Environmental sustainability initiatives such as tree plantation and water conservation increased significantly during the study period. The number of trees planted rose from 200,000 in 2021 to 750,000 in 2025, while water conservation activities also expanded considerably.
6. The CSR activities are mainly concentrated in Karnataka, Maharashtra, and Odisha, where JSW Group has major industrial operations. This shows that the company prioritizes development in communities located near its business units.
7. The study observed that JSW Group follows a structured and diversified CSR approach by balancing social welfare, environmental sustainability, livelihood generation, and rural development activities.
8. The research also found that although CSR activities are extensive, there is limited availability of long-term impact measurement and detailed evaluation of program effectiveness.

5.1 SUGGESTIONS

1. JSW Group should strengthen impact assessment mechanisms to measure the long-term social and economic outcomes of CSR activities more effectively.
2. The company can increase transparency by publishing more detailed beneficiary-level data, project outcomes, and independent CSR evaluation reports.
3. Greater focus can be given to environmental sustainability projects such as renewable energy adoption, waste management, biodiversity conservation, and carbon reduction initiatives.
4. JSW Foundation should expand livelihood and entrepreneurship programs to create more sustainable employment opportunities, especially for rural youth and women.
5. The company can improve geographic diversification by extending CSR activities to more backward and underdeveloped regions beyond operational areas.
6. More partnerships with NGOs, educational institutions, healthcare organizations, and local governments can improve the efficiency and reach of CSR programs.
7. Digital education, online healthcare services, and technology-based skill development initiatives can be further promoted to increase accessibility and effectiveness.
8. Regular monitoring and periodic evaluation of CSR projects should be conducted to ensure better accountability, proper utilization of funds, and continuous improvement.

5.2 CONCLUSION

Corporate Social Responsibility has become an essential part of modern business management, especially after the implementation of the Companies Act, 2013 in India. The study of JSW Group's CSR activities shows that the company has adopted a systematic and responsible approach toward social, economic, and environmental development through the initiatives of the JSW Foundation.

The analysis reveals that JSW Group has consistently increased its CSR spending over the years and has focused mainly on education, healthcare, livelihood development, and environmental sustainability. The company's CSR programs have positively impacted a large number of beneficiaries, particularly in rural and industrial regions. Livelihood and skill development programs have improved employment opportunities, while environmental initiatives such as tree plantation and water conservation demonstrate the company's commitment toward sustainable development and ESG principles.



The study also highlights that JSW's CSR activities are strategically concentrated around its operational regions, ensuring direct community development and regional upliftment. Overall, the CSR initiatives of JSW Group contribute significantly toward inclusive growth, social welfare, and environmental protection.

However, the study also identifies the need for stronger impact measurement, long-term monitoring, and greater transparency in evaluating the actual effectiveness of CSR programs. By improving these areas, JSW Group can further enhance the sustainability and social value of its CSR initiatives.

In conclusion, JSW Group serves as a good example of how corporate organizations can integrate business growth with social responsibility and contribute meaningfully toward nation-building and sustainable development.

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