

ABSTRACT

This study tries to understand the CSR in Indian banking sectors. An attempt has been made through this study to understand the following aspects of CSR in Indian banking sector:

- If public or Private sector banks are working towards more areas of CSR?
- If CSR is being done in all the areas of country?
- If there are certain areas of CSR where banks are working more?
- Which areas of CSR are banks spending the most in?
- Which type of bank branches are affecting the CSR projects by a bank in a state?

For the purpose of understanding the above the data from various sources ranging from: RBI website, Annual reports of banks and MCA website has been used. This study has been conducted on 10 scheduled commercial banks of India out of which 5 are public and 5 are private, these banks have been chosen because these banks hold close to 75% of the total assets held by banks in each category. This study uses a variety of methods to understand the issues mentioned ranging from basic graphical representation to regression analysis using panel data.

The results at the end of the study show that there have been areas of special focus by the banks while spending the CSR amount and there have also been certain regions in India where the banks are having a greater number of CSR projects, with regards to the proportion of CSR amount spent also, there are areas which can be seen in the results. In the end a regression model using Poisson regression model tries to understand which type of branches i.e.; rural, semi-urban, urban or metropolitan are impacting the number of CSR projects by a bank in a state, this part of the study has been conducted only on the private sector banks. Although previously studies have been done on CSR but these studies have tried to look into the amount of CSR and into the financials of CSR. This study rather tries to look into other non- financial dimensions of CSR for the Indian banking sector.