

A PROJECT REPORT ON
A STUDY ON RELATIONSHIP BETWEEN CORPORATE SOCIAL
RESPONSIBILITY AND FINANCIAL PERFORMANCE WITH
REFERENCE TO ADANI WILMAR LIMITED, BAIKAMPADY

Submitted By

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Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

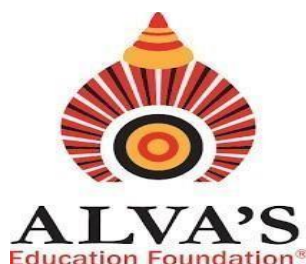
Under the guidance of

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MAY-2023

AWL/HR/PROJECT/23/08

Date: 09-08-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Sowmya.R.(USN – 4AL21BA089), 2nd year M.B.A(IV Semester)** student of **Alvas Institute Of Engineering & Technology, Mijar , Moodbidri** has done her **"Project Work"** on **"A Study on the Relationship between Corporate Social Responsibility and Financial Performance with reference to Adani Wilmar Limited, Mangalore"** in our organisation under the guidance of **Mr. Santhosh Kumar Shetty , Head – Finance & Accounts**, from **21st April 2023 to 27th May 2023**.

During her tenure we found her performance was excellent and she was found hard working and diligent.

We wish her all the best for her future endeavours.

For Adani Wilmar Limited,


Shantha Kumar T. M.
Head – HR & Admin



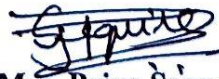
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CERTIFICATE

This is to certify that **SOWMYA R** bearing **USN 4AL21BA089** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE WITH REFERENCE TO ADANI WILMAR LIMITED, BAIKAMPADY"** is prepared by her under the guidance of **Mrs. Maithri**, Assistant Professor PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.



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DECLARATION

I, SOWMYA R, hereby declare that the Project report entitled **“A Study on the relationship between Corporate Social Responsibility and Financial Performance with reference to ADANI WILMAR LIMITED”** prepared by me under the guidance of Mrs. Maithri, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by Mr. Santhosh Shetty, Head – Finance & Accounts, Adani Wilmar Limited, Baikampady, Mangalore.

I also declare that this Project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer Project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree / diploma from any university / Institution.

Place: Mijar

Date: 04/09/2023



Signature of the student

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Mrs. Maithri**, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for her constant support and encouragement to carry out my project successfully without much difficulty.

I would like to express my sincere thanks to **Dr. Peter Fernandes**, Principal of Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I am grateful to **Mrs. Priya Sequeira**, HOD, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri whose timely suggestions and encouragement supported me to complete this project.

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EXECUTIVE SUMMARY

Corporate Social Responsibility (CSR), which reflects an organization's commitment to societal and environmental problems beyond its main business objectives, has become a crucial component of contemporary business practises. A company's attempts to have a beneficial influence on the communities in which it works, to reduce its environmental impact, and to follow moral business principles are all included in the idea of CSR.

This study attempts to explore the relationship between CSR initiatives taken by the Adani Wilmar Limited and its impact on Company's Earning per Share, Net profit after tax and on Return on net worth. This study is needed to provide valuable insights into the costs and benefits of CSR initiatives, to help companies communicate the impact of their CSR initiatives to stakeholders, and to comply with regulatory requirements.

The study uses secondary data, that is from the financial statements, annual reports and company websites. The period covered under this study is five financial years i.e., from 2017-18 to 2021-22. To find out the impact of CSR on Firm's performance, Descriptive statistics, Karl Pearsons Correlation and regression analysis have been used.

The study shows significant relationship between Corporate Social Responsibility and Financial performance of company. This study found that there is a strong positive relationship between CSR Spending with Earning per share and Profit After Tax, it shows the better financial position of Adani Wilmar Limited it create a positive image and reputation among investors and CSR Spending has the negative relationship with Return on Net Worth.