As a student of HR, the idea of Corporate Social Responsibility (CSR) invoked a lot of curiosity in me. In recent times, reports in media on environmental, social and economic development efforts by different companies are on rise. The idea of public-private partnership has brought in the involvement of the corporate world for addressing societal issues, which was traditionally viewed as the responsibility of the government. Today, the upcoming industries in Odisha and in India have to address a plethora of issues like rehabilitation and resettlement of the displaced people, environmental impact of operation, employment for the local people etc which is required for getting clearance by the government for setting up of the industry. In many cases, some industries are facing strong opposition from the local people and by the government, which forces them to be responsive to the people and environment.

Hence, I started exploring more and more about the CSR activities of different companies, which led me to a thought of doing my Ph.D on the subject. Although, three major Public Sector Undertakings viz. Rourkela Steel Plant (RSP), a unit of Steel Authority of India Limited (SAIL), National Thermal Power Plant (NTPC), Talcher and NALCO are operating in Odisha; the visibility of CSR activities of NALCO attracted me to study the CSR of NALCO. The awareness about CSR by the employees and the public and their perceptions on the CSR initiatives of NALCO formed the core of the study.

During research, I had the opportunity to visit the land displaced people of NALCO, both in Angul and Damanjodi; and I am convinced that a proper rehabilitation and resettlement of displaced people is a prerequisite for creating a congenial industrial atmosphere for the existing as well as for upcoming industries. This assumes much importance at a time when Odisha is moving towards rapid industrialisation and facing stiff resistance by the local people. With a democratic set up in India, it is important on the part of companies to win the heart of the people by contributing something for improving the people’s quality of life. It is, therefore, the researcher has tried her best to put facts together and analyse those to draw a conclusion on the present practices on CSR and to develop a future perspective for the same through this piece of research.

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