CHAPTER - IV
IMPACT ASSESSMENT OF THE CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN TRIPURA

4.1 Introduction
Depending on the qualitative and quantitative information collected from the primary and secondary data from Tripura and after analyzing we assess the impact of corporate social responsibility activity implemented by the corporate bodies. We divided the impact in following four sectors which are mentioned below:

4.2 Impact on Society
Business organizations are one of the most powerful and dominating subsystems of a society. They are in command of a lot of technical, financial and human resources. Whichever way these resources are used, there will be an impact on the society. These impacts will be of obvious economic consequences or sometimes very subtle and not very observable. For example, the establishment of the steel factory gave rise to the huge city that Jamshedpur now is. A petrol station on the highway will, in due course time, gave rise to various related auto repair services, auto related spare parts dealers, restrooms and eating facilities, small shops and more people, which in turn will bring in more entrepreneurial activities, gradually building up to a village and then a small town. Whether these changes may mean improvement or impoverishment of the area and the people therein, could be a matter of some dispute. But the parameters relevant to the changes, like incomes, employment, living standards, etc. are visible and measurable.

The present day community bond between the business in one hand and the society on the other has changed the whole system that was prevailing in the old days. This has been due to the faith in humanity. The business community is under moral compulsion to take necessary measures to ultimate welfare of the society. Besides this, modern industrial community is under social pressure to provide various public services in the form of education, health and hygiene, recreation and cultural exchange etc. to the member of the society.
Oil PSUs in Tripura are working hard for the social development of the people of Tripura by investing in various social projects like rural electrification, rural road, drinking water facility, health care, community hall, providing education facility by providing school buildings, libraries also providing community entertainment facility and communication facility to the remote villages in the states. This has created a better society with education, health, roads, connectivity. This has definitely benefitted the society at large by reducing the gap between developed and less developed villages in the states.

4.3 Impact on Environment
The natural environment and the corporate manufacturing function are becoming inextricably linked. Profitability, productivity and environmental consciousness are increasingly viewed as integral goals of manufacturing organizations. The balancing of economic, environmental and social issues, i.e., sustainability, has received significant attention and caused additional pressures – competitive, regulatory or otherwise – on industrial manufacturers throughout the world.

Organizational environmental sustainability has been the mantra of many management theorists and forward thinking practitioners throughout the early portions of the 1990s and continues today. It is unlikely that this shift in thought and philosophy will return to the classical economic perspective of the firm as a single-minded profit seeking entity. As progress continues and industrial society continues to mature, the pressures that have been felt for an increased focus on the natural environment will not cease. Recent surveys of 1000 US manufacturers by Industry Week (Miller, 1998) found that 90% have environmental strategies and 80% believe they have environment friendly operations mechanisms. These initial efforts are only beginning to be introduced into organizational and manufacturing strategy. A number of issues are still facing organizations that seek to environmentally conscious and/or benign. These environmental issues include global, regional, and local perspective. In India though we have The Environmental protection Act, 1986, but maximum organizations were not feeling strong urgency for a sustainable environmental policy at their organizational level in India, majority of the organization were opting for following the statutory norms only.
The Oil and Gas industry is taken as one of the most pollutive industry worldwide. Its negative impact is much higher and extend to a long period compare to other industry. The negative impacts of oil and gas industry is divided into two divisions, i.e., primary and secondary. The Primary impact is on biodiversity. Biodiversity may mean habitat conversion, degradation and fragmentation; wildlife disturbance and loss of species; air, water and soil pollution; deforestation; soil erosion and sedimentation of waterways; soil compaction; contamination from improper waste disposal or oil spills; and loss of productive capacity and degradation of ecosystem functions—both onshore and offshore. Where the two types of impacts differ is in cause, scope, scale, intensity and boundaries of responsibilities. Secondary impacts, rather than resulting directly from project activities, are usually triggered by the operations, but may reach outside project or even concession boundaries and may begin before or extend beyond a project’s life cycle. Although secondary impacts may be predicted with a thorough Environmental and Social Impact Assessment (ESIA) process that includes biodiversity issues and explicitly links environmental and social issues, in some cases, the potential for such impacts may not be identified or realized until much later in the project cycle, or even after the project has been decommissioned. The most common causes of secondary impacts relate to population changes in an area and new or additional economic activities resulting from the large investments in potentially permanent infrastructure, such as roads, ports and towns that may accompany an energy project, or any other major industrial development.

After implementation of full capacity of OTPCL – Palatana project it may require 250-300 cubic meter of water per hour. It will be taken from Gomoti River or underground water. This may create a serious environmental problem in long run, people of the locality may face problem of water for their domestic and agricultural use.

4.4 Impact on Employment
CSR activity implemented by Oil PSU in Tripura specially for entrepreneurship development, women empowerment, promoting self help group is creating employment opportunities for the people. Special reference are equipments were given to fisherman of both SC and ST community, driving training, training for poultry, piggery, goattery, electric wiring, cane and bamboo crafting, mushroom cultivation, tailoring etc has
generated lots of employment for the local people. Also beneficiaries can start up their own venture from the initial grant given by the Oil PSUs with the training. Every year at least one hundred people getting different type of training from ONGC and other companies in the field. Apart from it ONGC is distributing, Bicycle, Tri-cycle Rickshaw, Fishing net, drum set, switching machine and other equipments to the very poor people for their self employment and livelihood. Apart from it, all the PSUs are offering regular employment to the local people and few are at all India level depending on merit and education qualification.

4.5 Impact on Lifestyle or Living Standard

In todays globalize economy corporate play a major role in shaping the quality of life of the society as a whole. According to Noble Laureate Amartya Sen, “Market forces alone are not sufficient for equitable distribution, and some sort of intervention is required, be it political or from business houses, towards society.” In recent times corporate social responsibility has assumed lot of importance not only among the corporate but also among the policy-makers. It is but natural that corporate are responsible to the society for their activities and owe to the environment in which they operate.

There is increasing awareness that an organization has to be responsible for the welfare and development of the community around itself. Some organizations even carry this responsibility to distant places, villages and towns, which are ‘adopted’. This shows itself in building hospitals, schools and parks which contribute to better quality of life, but are extended even in supporting local industry or artisans with technical, financial, or marketing expertise. Policies governing employment and management of employees are expected to confirm to the aspiration of society. Particularly relevant are extra considerations for the weaker sections, like minorities, women, and the infirm or handicapped and so on and also adequate safety arrangements for the people of nearby area to improve the living conditions.

CSR activity of Oil PSUs has a great impact on the life style of the rural people in the vicinity of their Projects/offices. For instance due to road constructed by the Oil and Gas PSUs the villages can use bike, car, even people were self employed by purchasing auto rickshaw and other small vehicle. By electricity it has generated small rice meals by
which they can meal their paady which was earlier doing by hand, and ladies have work hard for long hours. Farmers can easily market their produce and get good price for it. Additional income leads to expenses on life style product, which increases the leaving standard of the rural people.