CHAPTER - III
CORPORATE SOCIAL RESPONSIBILITY ACTION AND PERFORMANCE

3.1 Introduction
In this chapter we are briefly discussing the various actions taken by the oil and gas PSUs in the state of Tripura as well as in Assam. The CSR projects implementation in these two states and its impact among the people of the region were analyzed. The analyses were done according to the nature of the projects and its sustainability. A content analysis was done to find the conclusion. Though in these two states, different types of projects were implemented for a reasonable period to know the impact, people responses were taken from the project areas (which is mentioned in chapter – 6) to know the perception of CSR projects implemented by the oil and gas PSUs in their locality. Results were taken as a performance of the organization.

3.2 Corporate Social Responsibility Action of Oil and Gas Sector PSUs in Tripura
In Tripura, every company in the field of oil and gas sector has been incurring some expenditure for social overheads as a part of their Corporate Social Responsibility policy.

Despite overwhelming concern for to get more oil or gas, and make more profit on it, the corporate oil and gas sector has given top priority towards the upliftment of less privileged section of the society, education and employment generation in areas which it operates. Though this sector is generating profits, it has a philosophy to contribute for well being of the society to improve the quality of life of the people amongst whom it works, to the extent possible. It is also committed to provide safe working conditions to the employees and the maintaing high standard of environment stipulated by globally recognized standardizing authority in its operational activities. Special emphasis is given on pollution control and safety measures to prevent environmental degradation and accidents respectively. As it enters newer areas it ushers in hope and development for the people of these remote rural areas, connecting them mainstream and helping them realize their dreams of a prosperous features.

Here, in this chapter, we will concentrate on the Corporate Social Responsibility action taken by the respective organization in Tripura and their performance in the field.
The study is confined to Oil and Gas sector of Tripura only. And the company were in the study is Oil and Natural Gas Corporation, GAIL India Ltd and Tripura Natural Gas Company (TNGCL) Ltd. For a comparative study with Assam we taken three oil and gas sector PSUs from Assam, i.e., Oil and Natural Gas Corporation, Indian Oil Corporation Ltd and Oil India Ltd. Following are the brief of CSR activity projects/works undertaken by the respective company under study:

**Corporate Social responsibility Action by Oil and Natural Gas Corporation**

Oil and Natural Gas Corporation (ONGC) was setup by an Act of Indian Parliament known as ONGC Act, No. 43 of 1959 to take over the activities of oil and natural gas directorates setup by the Government of India in 1956. The main objectives of ONGC was maximize production and conservation of hydrocarbons by self reliance in technology, promoting indigenous effort in oil and gas related equipment, material and services more efficient use of energy and development of alternate sources of energy and enrolment protection. ONGC’s main trust is to stimulate, continue and accelerate efforts to develop and maximize the contribution of hydrocarbons to the economy of the country. It does not participate in the downstream activities like refining and marketing of the petroleum products.

ONGC has its head quarters at Dehradun with project centers and liaison offices throughout the country. Regional office of ONGC for Eastern region is at Nazira, Assam. Activity in Tripura is governed by the Office of ONGC – Tripura Assets, situated in Badarghat, Agartala.

ONGC started its operation in Tripura in the year 1970 and first discovered its gas field in the year 1972. It has started its gas production in the year 1986, and selling the same to different organizations like, GAIL, NTPC, TSEC. Though the demand of the gas from the above mention company was very low compare to the production capacity, ONGC has started its own power generation company in the year 2005, which is known as Ongc Tripura Power Company Ltd. (OTPCL), and it will generate 726.6 MW power from the gas. It was suppose to start its operation in the year 2012 and will utilize its full capacity. ONGC board has given mandate to produce and supply 6.0 MMSCMD gas by 2012 which the Asset envisages as “Mission 6 Million”.

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Today, ONGC is the largest industrial corporate in Tripura, contributing significantly to the State exchequer in terms of sales Tax and Royalty, making it one of the biggest partners in progress of the states. A detail of its Income, expenditure, profit and royalty given to state government by ONGC is given below:

Revenue/Expenditure Details of ONGC-Tripura Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>94.66</td>
<td>97.44</td>
<td>107.66</td>
<td>150.04</td>
<td>340.29</td>
</tr>
<tr>
<td>Expenditure</td>
<td>171.4</td>
<td>166.77</td>
<td>-119.63</td>
<td>461.26</td>
<td>316.12</td>
</tr>
<tr>
<td>Profit/Loss</td>
<td>(76.74)</td>
<td>(69.33)</td>
<td>227.29</td>
<td>(311.22)</td>
<td>24.17</td>
</tr>
<tr>
<td>Royalty</td>
<td>8.26</td>
<td>8.47</td>
<td>9.27</td>
<td>9.52</td>
<td>28.89</td>
</tr>
</tbody>
</table>

Source: ONGC-Tripura Assets

ONGC has three divisional offices known as Corporate office, Regional Office and Assets office. CSR projects/activities were implemented by the all level of offices with certain financial limits. Some projects were implemented by regional office at regional level and Corporate Office at national and international level. The present study, concentrates its focus upon the projects/activities implemented by the ONGC Tripura Assets as well as some central initiatives by Corporate Office at Delhi.

ONGC has been contributing royalty for last three years is Rs. 28.89, Rs. 9.52 and Rs. 9.27 crores for the financial year 2010-11, 2009 – 10 and 2008 – 09 respectively. It will be increase by many folds only after commissioning of OTPCL at Palatana which has already been tested and commercial production will start very soon. Though ONGC-Tripura is earning very low profit or some time it is negative, still ONGC is contributing approximately 4 crore every year for the activities in response to their CSR, education and SC/ST components plan in Tripura. Some time it is even more then it.

Till 2007 ONGC has constructed 200 KMs of road in remote areas of Tripura and still constructing road in different places for public use. ONGC ushers in improved connectivity and socio-economic development of the state.

In continuation with its commitment towards socio-economic development of the Tripura, ONGC-Tripura Assets lent a helpful hand, touching lives, through medical care
in remote villages adjacent to its rigs and operational areas. Among them few are worthy to mention here:

Regular medical camps were organized in remote villages adjacent to Baramura GCS, the oldest operational area in Tripura, Medical camp organized was conducted by ONGC’s own medical team drawing large number of local poor people, mainly local tribes, from six villages. Apart from them personal deployed for the security purpose from CRPF and TRS Jawans were also getting the treatment facility from the medical camps.

Apart from it HelpAge India a NGO with international repute running two mobile health centre on behalf of ONGC, one at Bishalghar and another at Kailashwar for the senior citizen. These medical teams were visiting remotest areas under these sub-divisions were medical facility is almost non-existing and giving medical help to those senior citizens, who are not able to visit far places for their day to day medical problems. The medical team is generally visiting their selected places at least once in a weak or more.

ONGC-Tripura Assets started its CSR activity since long, now nearly it is 30 years back at 1981 at the village of Khamtingbari, Baramura Area by providing drinking water facility, which is renovated once again by ONGC in the financial year 2010-11 through its CSR scheme.

ONGC launched its first PURA project in 2005 at Maichara of East Kalabaria Panchayat in Belonia Sub-Division of South Tripura District. The project was providing four component to the rural people, i.e., (a) Bijli Ghar (Power Generation), (b) Randhan Seva (Community Kitchen), (c) Gyan Kendra (Library and Computer centre) and (d) Samaj Shibir (Community Hall). The project envisages supplying power to the selected five villages benefitting 400 families under its fold using natural gas. The project also includes model village, building village roads, health care facilities and vocational training institute, irrigation facilities for farmer. Unfortunately this project was closed by the ONGC in the year 2010. Present status of the project is that, the Bijli Ghar Randan Seva Kendra is lying ideal. It is not used and maintained. So, the equipment there is rusting. Gyan Kendra and Samaj Shibir do not exist any more but its signboards were still existing in a governmental school where the foundation stone was laid by the CMD-ONGC and the chief Minister of Tripura. The school which was supposed to run the
Gyan Kendra of ONGC-PURA project is now run and managed by the Tripura Government. There is a water pump machine for agricultural irrigation that was never installed in the field and rusting in the house where it was kept. Those who got the electric connection, now they are getting supply from the TSEB (Tripura State Electricity Board) and paying the bill to TSEB. The response of the local people is mixed and they said, that when the project was implemented training for self employment was provided to fewer villagers. But the maximum promises were not fulfilled by the ONGC. ONGC has never constructed the Samaj Shibir and Gyan Kendra. Initially they were using one governmental school for providing some computer related vocational courses but finally they didn’t come up with it. Computers which were given to the school were taken back. Few people complained that they worked in the Bijli Ghar and Randhan Seva Kendra, they were not paid for the last few months when the project was closed. It was one of the first project implemented by ONGC and they were suppose to implement 50 similar project in India. Poor implementation and management has proved the failure of the project and there is not any instance of PURA project anywhere in India by the ONGC.

In the 2005 – 06 ONGC has constructed houses for 90 BPL families in the village Vibekanda Coloney, in Sarashima Gram Panchayat, Rishawamukh, Belonia under the district South Tripura. Present statuses of the houses were good and 95 percent of them were occupied by the beneficiary. Only a few was abandoned by the beneficiary. This project was done in a model village which is maintained by the Sarashima Gram Panchayat.

Tripura is a state which is culturally very developed and the people of Tripura love to learn and practice various form of music and dance. Sangeet Gram is established for promoting this cause. ONGC has given approximately 2.5 crores for the establishment of this institute for last few years and continuously supporting the organization. This institution is running by a Trust known as “Shakri Begum Memorial Trust” owned by the Ustad Rasid Khan also charging very high fees from the students.

ONGC has played a vital role for the development of education in Tripura both school education as well as higher education, ONGC has given fund for the establishment of Bhavans Science College which is one of the premier college for science and management education in Agartala as well as in Tripura. Apart from this it is continuously supporting institute like Ramkrishna Mission school, Pranabanada Vidhya
mandir, Vivekanda Sishu Mandir, Arabinda Bidhya Mandir, Ishanik Kola Kendra, Govt College of Art and Craft is among few of them. It was fond from the data collected from the ONGC-Tripura Assets for last few years, which their focus of development of education is urban oriented and targeted to few elite institutions. When it was asked to Asset Manager K. Satyanarayana, GGM, he said that their philanthropy was not free from external influence.

ONGC is showing its commitment for the development of North East India by its socially responsible investments. It has invested more than Rs. 8500 Crore for its single project of generating gas based electricity from Tripura, for this cause ONGC facilitates new ‘Silk Route’ through Bangladesh for the north eastern states. ONGC for its joint venture OTPCL (Ongc Tripura Power Company Ltd a joint venture in between ONGC, IL&FS and Govt. of Tripura) has signed a MoU with the Government of Bangladesh to facilitate the transportation of the heavy equipments of OTPCL to the North eastern States of Tripura. Pursuant to this MoU, Bangladesh authorities will, for the first time, allow the use of Ashuganj port in Meghna River and the connecting road network between Ashuganj-Sultanpur-Akhaura check post around 48 km. this facilitated the transportation of two gas turbines, two steam turbines and about 100 ODC (Over Dimensional Cargo) items required for the 726.6 MW Combined Cycle Gas Based Power Plant at Palatana. This transit route through Bangladesh has cut down the commissioning time substantially, and the initiative is new for the North East Region and may be exploited in future also. For this new corridor, OTPCL incurred the required expenditure for the (i) development of Roll-on, Roll-off (Ro-Ro) Jetty at Ashuganj port, (ii) construction of around 16 by-passes on water bodies (iii) repairing, strengthening & widening of road between sultanpur and Akhaura border. OTPCL has shoulder the responsibility of developing, strengthening, and improving the required infrastructure by deploying contractors and resources from Bangladesh. Combined with the investment for drilling new wells, laying of gas pipelines as well as downstream transmission system, implementation of this project at an aggregated investment in excess of Rs. 8500 crores, is going to be the largest ever Socially Responsible Investment for any single scheme in the entire North-Eastern region of India. This will change the power senerio of the entire North-Eastern states.
Furthering its efforts to support the underprivileged in the society ONGC launched the second phase of “Ashadeep – Shiksha Ki Joyti” a project for child education, at Agartala on Nov, 13 2010. The first phase of the project was earlier launched on December 3, 2009. Under this project, support for educational needs will be extended to deserving children from the underprivileged and economically backward section of the society, so that children can pursue their dreams to gain education, despite socio-economic constraints. About 250 children from Class I to Class VIII belonging to underprevillaged section of the society from Vaishnab Tilla Senior Basic School were adopted as the beneficiaries in a simple function organized at the ONGC Auditorium, Agartala. School dress, sweater, study materials and kits were distributed among the children. Till March, 2011 about 300 children have been adopted under both phases of the project, for making their tomorrow brighter.

‘Sadbhavna Nidhi Scheme’- this is a ONGC-Tripura assets initiative for bereaved families of departed employees. Sadbhavna Nidhi Scheme was introduced in Tripura assets on October 1, 1986 as a local arrangement at the asset level, for providing financial assistance to families of deceased employees of the assets by keeping in mind the social tension and tough working condition. The main objective of the scheme is to provide financial assistance to the bereaved families of deceased employees, while in service so that it is utilized for education of wards of the departed employee. The scheme, a unique one, is continuing in addition to the Composite Social Security Scheme (CSSS) introduced by the corporation in 2003. As on date, total 41 families of deceased regular employees, while in service and 3 families of Contingent workers of the Assets got benefitted under the scheme since 2003.

ONGC – Tripura Assets is spending approximately 1.8 crore in CSR activity as well as another 2.35 crore for promoting education through kendreya Vidhalaya in Tripura. Also it is spending another 35 lakhs under the SC/ST component plan for the development of SC and ST people in the state. For SC/ST component plan every year beneficiary were given bicycle, tricycle, fishing net drum set and other material and equipment for self employment. It was found that, the few villages in the suburban of Agartala where the material was distributed every year.
ONGC has constructed two cabin blocks in GB Hospital Agartala and One cabin block in the IGM Hospital, Agartala for providing better health facilities to the people of Tripura as these two hospitals are the main hospital of Tripura.

ONGC has constructed a RCC bridge in Chelikhola in BishalGhar – Boxanagar road for its commitment to develop better infrastructure for the local people. Also, ONGC is conducting EDPs (Entrepreneurial Development Programmes) training programs for the people in its operational areas for tailoring, piggery, gottery, diary and for beauty parlors on a regular basis. It is also providing initial grant for starting the venture by the beneficiary.

ONGC is running Mobile Medical Unit for elderly people in its operational areas with the help of Help-Age India a renowned NGO in national level. It is running two mobile medical unit’s base point at Bishalghar and Kailashawr. This mobile unit is visiting different remote locality of Bishalghar & Kailashawr subdivision where governmental health facility is almost nonexistent. This mobile medical unit is the only hope for old age people because they are not able to visit far places for day to day health problems.

Final Observations
It has been observed by analyzing the information gathered above and personal visit to the areas of its operations that:

- ONGC is working for the social development of the State of Tripura since 1981 by undertaking various social programme, like providing drinking water facility, education and employment.

- ONGC has created more than 200 KM of roads in different parts of Tripura and now it is for public use. It is constructing more roads in different parts of Tripura for its operational purpose which is benefitting the local people as well as the state of Tripura.

- First ONGC-PURA project was implemented in Tripura, which provide road, electricity, vocational education, training for self employment & micro enterprises through which approximately 400 families were benefitted. Also, it was observed that the implementation of the project was very poor. Lots of claim done by the ONGC
was not fulfilled. It may be an best example of CSR politics, where people attention was diverted by false promises which was never implemented.

- ONGC has invested more than 8500 crore as a commitment to develop the state of Tripura under SRI (Socially Responsible Investment) for the production of electricity from the Gas produced by the ONGC from Tripura.
- It is continuously supporting schools both in rural and urban areas for the upliftment of weaker section as well as providing quality education to the people of Tripura.
- It has supported for the establishment of Bhavans college of Science and Management, apart from it is supporting Sangeetgram for its construction and development purpose.
- ONGC is going to establish a 200 seated hospital for the public of Tripura, which is already announced and they are working for immediate implementation.

**Corporate Social responsibility Action by GAIL India Ltd.**

GAIL is a Novaratna Company under public Sector Units. The company was previously known as Gas Authority of India Ltd. It is India's principal gas transmission and marketing company. It was set up by the Government of India in August 1984 to create gas sector infrastructure in the country.

GAIL always promotes the green and clean energy concept and use of natural gas as energy sources. In this direction, GAIL set up several Joint Venture (JV) in subsidiaries for CGD. First such JV, Mahanagar Gas Ltd formed with British Gas incorporated to implement Mumbai City Gas Distribution Project followed by Indraprastha Gas Ltd (IGL) to supply gas to household sector, transport sector and commercial consumers in Delhi. In 2008, GAIL incorporated a wholly owned subsidiary, GAIL Gas Ltd to focus on city gas distribution. TNGCL is another subsidiary of GAIL responsible for the household sector, transport sector and commercial consumers in Agartala and spreading its network throughout Tripura.

GAIL-Tripura office was started in the year 1992, and constructed its office at Radhanagar, Agartala. The Gail-Tripura office is headed by a Deputy Manager (HR), Office in-charge, under his supervision all branches and managers were working. It has installed its pipeline at different location of Tripura for collection & transportation of gas to its customers. The authority of GAIL has explained that the infrascture they have
created for future and the present profit is very negligible compare to the investment. The CSR expenditure made here is not depending on the profit or loss made here. Central authority of GAIL is allocating the resources depending on the profit of the company as whole instead of its performance in Tripura. CSR Project proposal submitted by the GAIL-Tripura Unit which was approved by the central authority for implementation and it has no relation with the profit or loss made here by the company. Moreover, they explained that the expenditure made here for CSR was more than the profit made here by the company.

CSR Activity of GAIL
GAIL has started its CSR activity in Tripura from the year 1997 – 98 where GAIL has spent Rs. 1.23 lakh. In the year 2009-10, it has spent Rs. 5 Lakh for its CSR activity in Tripura. GAIL Tripura has not any specific allocation for its CSR activity. Everything is granted from the head-office depending on the merit of the proposal sent from the Agartala office. Amount of expenditure depend on the proposal and its merit, for example in the year2001-02 it has spent Rs. 59.31 lakhs for implementing various social projects in Tripura and in 2008-09 GAIL has spent RS. 11.748 lakhs only for IGM Hospital.

GAIL is working for educational development and vocational training, creating rural infrastructure, literacy enhancement and women empowerment, and healthcare sector. Some of major GAIL’s CSR activities need to mention here under:

GAIL has conducted Medical Check-up, distribution of medicine, Immunization, Medical awareness etc., programs were taken up in the various villages in and around its pipelines. These programs were conducted through Indian Medical Association of Tripura and Voluntary Health Association of Tripura. Almost every year GAIL is spending for the healthcare service of the local people. It has spent Rs. 1.23 lakhs in the year 1997-98 and Rs. 49000/= in 1998-99 is a major contribution among the health services. apart from it Gail has constructed Health Sub-centre in Konabon Gram Panchayt Under BishalGhar Block.

Again for promoting health sector infrastructure in the sub-urban area of Agartala GAIL has constructed two OBB building of a new dispensary at old Agartala under Jirania Block, also given one ambulance, five beds and other medical instrument for the same dispensary by spending Rs. 10 lakhs in the financial year 2004-05. In the year
2007-08, GAIL has given Rs. 1173800/= to the IGM Hospital for creating infrastructure through Health Department, Government of Tripura.

Showing its social commitment GAIL has constructed I.C.D.S centre in Radhanagar Gram Panchayt under Bishalghar Block.

By showing solidarity to the visually handicapped student GAIL has constructed six numbers of classrooms in Narshinghar through Department of Social Welfare, Government of Tripura by spending Rs. 6.69 lakhs in the year 2001-02.

Gail has constructed school building viz., Rajib Gandhi Junior Basic school and Sona Charan Thakur Para Junior Basic school under mandai block in the year 2001-02. Also, constructed school building at Kabiraj Tilla H.S. School at Rajlakshmi Nagar under Dukli Block in the year 2002-03, scholarship provided to the student of Ramthakur Pathsals H. School under GAIL’s scholarship to meritorious students for the economically deprived section of the society of Rs. 122400/= in the financial year 2003-04 and Rs. 125000/= for the financial year 2004-05.

Constructed a building for ‘ANWESHA’ orphanage of Voluntary Health Association of Tripura and provided Rs.5lakh for creating other infrascture in the financial year 2009-10. GAIL has provided Rs. 10 lakhs to “Ablamban” for upgrading infrastructure facilities, healthcare facilities and other basic amenities to benefit a large number of sick, aged and needy people residing in the old age home through the NGO ‘Apangharr’.

Gail has done remarkable work for the employment generation of local people at dfferent places of Tripura. Few of them are; supported composite scheme on semi – intensive fish culture for Putia S.H.G of Putia Gram Panchayt under Boxanagar Block in the year 2003-04, GAIL has contributed Rs. 121024/= and supported composite scheme on Pig Fattery unit for the group ‘Milam Badal S.H.G & Khumptia Badal SHG’ of Dayal Para under Boxanagar Block in the year 2003-04 given a grant of Rs. 378900/=. At present both the self help groups are performing well as well as their member. Their business increases manifold, and every member earning a good amount every month.

GAIL has done very well in the rural infrastructure creation in the form of electrification and street lighting where state government was not able to lay electric line, GAIL has electrified through solar light. Among few of them are worthy to mention here:
1. Electrification of Baluchera bazaar of Boxanagar Block through solar light.
2. Installation of solar streetlight at Konabon market under Bishalghar Block.

Apart from the above mention area GAIL has done a quality job in the creation of facilities like rural road, drinking water facility, providing electricity, overall enhancing the quality of life in rural areas by providing job opportunities and educational facilities.

Final Observations
It has been observed by analyzing the information gathered above and personal visit to the areas of its operations that:

- GAIL is giving priority to healthcare services in the state of Tripura, it has constructed a number of hospital buildings owned and maintained by the Government of Tripura.
- Its commitment to rural development, it has electrified several villages by solar light, and constructed roads and culverts.
- GAIL is providing scholarship to rural needy students to support their education.
- GAIL constructed houses & classrooms for the differently able People through the Social Welfare department of the Tripura Government.

**Corporate Social responsibility Action by Tripura Natural Gas Company (TNGCL) Ltd.**

Tripura Natural Gas Company Limited was incorporated on July 10, 1990 as a joint venture of the Government of Tripura and the Government of Assam and restructured on February 15, 2005 on joining of GAIL, a Navaratna Company, as the major share holder. GAIL has taken up management control of the company on July 16, 2005. TNGC has an authorized capital of Rs. 10 crore (10 Lakh equity share of Rs. 100 each). TNGCL is presently supplying gas to around 8475 domestic, 194 commercial and industrial consumers and has set up two CNG station in Agartala catering to more than 2900 vehicles. TNGCL has received authorization from MoPNG for CGD in Agartala. For last five years TNGCL has made its profit was in the year 2006-07 is 0.54 crore, 2007-08 is 1.09, 2008-09 is 1.61, 2009-10 is 3.64 and 2010-11 is 2.66 crore only. TNGCL is
allocating fund for CSR according to the recommendations of the Ministry of Public Sector Enterprises and its authority.

Main Objective of TNGCL

The main objectives of TNGC is to (1) Establish natural gas as an eco-friendly, economical and safe alternative fuel. (2) Provide safe healthy and less polluting environment. And (3) reduce and control rising pollution due to vehicular emission and industries.

CSR activities of TNGCL

TNGCL is playing a very crucial role for promoting education, literacy, and other social development programme. TNGCL is a sister concern of GAIL it is following the CSR Policy of GAIL for its CSR expenditure and providing 2% of PAT every year for CSR activity. It has initiated its social activity on and from 2008, before that it has done indirectly to reduce pressure on fire woods by providing piped gas to villagers at subsidies rate near their pipeline. TNGCL has done following area so far its incorporation and generating profit from its business:

1. Has contributed Rs. 5 lakh to the chief Ministers Relief Fund in the year 2008
2. Given sponsorship for football tournament Rs. 1 Lakh
3. Given LCD TV for community hall and Furniture for the library of 14 Devotar Mandir at Khowairpur.
4. Sponsorship of Rs. 25 thousand for seminar on ‘Photojournalism’ by photo Journal Association of Tripura.
5. Sponsorship of Rs. 5000 to the seminar organized by Indian Institute of Engineers, Tripura.
6. It is providing subsidies gas to Battala Samsan Ghat.
7. Apart from this TNGC is contributing fund to a number of NGOs for the development programme in the nearby areas and for the plantation in the city area for increasing green coverage in the Agartala city area.

TNGC have some projects under implementation for the financial year 2011-12 subject to approval of various bodies and agencies. Few of among them are:
1. Propose to give one ambulance to NGO or any Hospital
2. Development of Crematory ground at Battala Samsan Ghat.
3. Last journey vehicle to Battala Samsan Ghat.
4. One Sulav (Community Toilet) at TRTC Complex of Krishnanagar.

Final Observations
It has been observed by analyzing the information gathered above and personal visit to the areas of its operations that:
- TNGCL has contributed mainly in the Chief Ministers Relief fund
- It has sponsored several seminars at national & regional level.
- It is giving subsidized gas to main crematory of Agartala to Battala Samshan Ghat.
- It contributing fund through different NGOs for increasing green coverage in the Agartala city area as its environment care and making people aware more about environment.

3.3 Corporate Social Responsibility Action of Oil and Gas Sector PSUs in Assam
Here we studied three companies in the field of Oil and gas sector for making the study meaningful. Three companies were viz. Oil and Natural Gas Corporation, Oil India Ltd. and Indian Oil Corporation Ltd.

Corporate Social responsibility Action by Oil and Natural Gas Corporation
ONGC was set by an Act of parliament known as ONGC Act, No.43 of 1959 to take over the activities of oil and natural gas directorates set up by the Government of India in 1956. The main objectives of ONGC are minimize production and conservation of hydrocarbons self reliance in technology, promoting indigenous effort in oil and gas related equipment materials and services more efficient use of energy and development of alternates source of energy and enrolment protection. ONGC main trust is to stimulate, continue and accelerate efforts to develop and maximize the contribution of hydrocarbons to the economy of the country. It does not participate in the downstream activities like refining and marketing of petroleum.

ONGC has its head quarters at Dahradun with project centers/liaison officers throughout the country. Regional office of ONGC for Eastern Region is at Nazira,
Assam. The Eastern Regional Business Centre has three Projects area, namely Dhansiri Valley Project (DVP) with office at Jorhat, Sibsagar Project with had office at Silchar. There is one Geo Science division with office at Jorhat.

As a premier public sector undertaking in the country, focusing its activities towards Exploration and Production, it is also committed to the society at large, wherever it is operating. Most importantly ONGC Assam Asset is profoundly sensitive in its understanding of the people of Assam; hence, relentless efforts have been made and are being made towards the improvement of the quality of life of people of Assam. Numerous schools, colleges, social welfare institutions, hospitals and organizations promoting culture and sports, particularly in ONGC’s area of operation are given financial assistance for their overall development so that the benefits reach the society at large.

CSR Action of ONGC

In the field of higher education, a Petroleum Bio-technology center has been set up at Tezpur University with Rs.2 Crores assistance from ONGC. It has released the total committed amount of Rs.1.07 crores for establishment of the Core laboratory of the Centre for Plastic Petroleum Reservoir Engineering at Dibrugrah University. As part of its efforts to develop scientific wisdom among the children and the youth, ONGC has contributed Rs. 1 crore to the State Govt. for establishing a Planetarium at Guwahati.

The bridges along with the roads constitute the lifeline of the economy. In Assam, ONGC has spent crores of rupees on construction and repair of roads, bridges, culverts and embankments, leading to infrastructure and economic development of the state. During the last six years, about Rs. 16 crores has been spent on repair and construction of around 570 km road net work and 55 bridges. ONGC spends a substantial amount of Rs. 2.5 crores every year on an average from its budget to create a road network in the region, which has benefited the public at large.

The primary business of ONGC is exploration and production of hydrocarbons. However its deep concern for the society and particularly the lesser-privileged citizens has led to the formulation of specific Corporate Social Responsibility Programme by ONGC called the “Corporate Citizenship Policy”. According to this policy ONGC is actively involved in promoting education, healthcare, entrepreneurship and is supporting
water management in the community, in and around its areas of operations. ONGC is also providing calamity relief throughout the country.

For the last 10 years ONGC has spent of rupees every year to develop educational infrastructure in various primary and middle level schools of Assam. ONGC has spent about Rs. 64 lakhs in two years i.e., 2004-2005 and 2005-2006 on Education with special thrust on Information Technology. Over 140 computers were distributed to various schools, colleges and other educational institutions to spread computer awareness. ONGC has spent more than Rs. 142 lakhs in the last few years on health care, drinking water scheme and medical camps including eye camps. ONGC has given one Cancer Detection Mobile Unit to Assam which would be named after Mr. S.N. Sengupta, the pioneer geoscientist who laid the foundation for petroleum discovery in Upper Assam. ONGC doctors organize health awareness programmes to promote mass consciousness for health and hygiene, including HIV-AIDS Awareness Programmes. Besides this, ONGC extends monetary assistance for the development of specialized medical facilities in some of the hospitals of Assam.

A massive entrepreneurship scheme by way of developing and supporting genuine Self-Help Groups has been undertaken by ONGC in the Sivasagar District in collaboration with the District Administration and the State Institute of Rural Development (SIRD), Government of Assam. To set up an example, ONGC has contributed Rs. 20 lakhs for purchase of milk van, deep freezer, and cycles for distribution of milk to Sundar Pukhuri Milk Co-operative Society which in collaboration with State Veterinary Department is supplying milk to individual consumers in Nazira and has been able to provide employment to many unemployed youth of the area.

Yuva Samridhi is a project undertaken by ONGC for the promotion of Self-Help Groups and creation of self employment opportunities in Sivasagar district. Developed by the District Administration, it proposes integrated efforts on the District Administration, Bank and ONGC to create approximately 4000 direct employment for unemployed youth in the district. It is proposed that Self-Help Groups will be promoted for taking up projects under Fishery, Diary, Poultry and related activities. ONGC will be required to share 30% of the cost of the project (Rs. 6.38 lakhs) and infrastructure cost of Rs. 15 lakhs, total amounting to Rs. 21.38 lakhs. It has been estimated by district authorities that 4000 families of the district will got benefited.
Project Sampark is another ambitious project by the District Administration to empower the community through e-literacy and e-governance on which ONGC has been invested Rs. 40 lakhs. About 100 kiosks were set up in rural and urban areas. Apart from it facilities for Internet Browsing, DTP, scanning, CD writing, Photocopier, other government services like issue of certificates, information about Government Schemes of all the departments, market rate of local produces, expert opinion about scientific cultivation, health-care etc. will be provided online through the SAMPARK Kendra. Different training module will also be there to educated people in computer application. It is expected that initially 200 unemployed educated youth will get benefit directly.

The natural disasters of flood, cyclone and earthquake have been often wreaked havoc in Assam. ONGC has always risen to the occasion and offered immediate aid to the people in distress, through contribution to the Chief Minister’s Relief Fund and NGOs like Red Cross Society of India. It also extends assistance by way of sending medical teams, distributing food pockets, clothing and other material in the affected areas. ONGC also comes forward to assist in rehabilitation of the victims by donating building materials. The employees of ONGC have also voluntarily donating their salary for the relief of the victims. ONGC donating to the Chief Minister Relief Fund and to Red Cross Society for flood affected people of Assam in every year.

With an objective to uplift the weaker sections of the society, ONGC, Assam Asset has been spending nearly Rs. 50 lakhs every year under the SC/ST Component Plan on education, training, medical care and entrepreneurship scheme for the members of the weaker communities for last five years.

ONGC is running different health programmes in Assam, one of this is mobile cancer detection unit in Assam. It is fully supporting a project known as “Aakha” the Boat of hope a mobile medical ship for tribal living in Majuli Island in Assam. It also supported Shankar Nethralaya, Guahati for upgradation of Diagnostic services. ONGC is also supporting Old Age Homes at nearby area of its operation in different places of Assam.

ONGC Mohila Samiti at Nazira and Sibasagar plays an extremely important role in furthering the social commitment of ONGC. The Samiti organizes medical camps, assists in developing drinking water facilities, assist blind schools with educational aids and promotes self help like cleaning of ponds for pure drinking water etc.
ONGC has contributed Rs. 15 lakhs to Centre for Rural Development (CRD) for the innovative project “Richshaw Bank Guwahati”. Under this project it provides rickshaws to participating and in turn the Rickshaw pullers have to refund a daily minimum amount of Rs. 20/- towards the cost of a rickshaw. And in sat one year, the participants are the owners of their rickshaws. For this the addressed persons have to take the membership and start saving with the rickshaw bank. Apart from ensuring the livelihood of the rickshaw pullers, the project this to create a bank to provide accidental and life insurance for pullers and their families, and to enable them to borrow and save regularly. In case of fund a single sponsorship of Rs. 7000/- covers the purchase of a rickshaw and extended expanses like insurance, license, uniform etc. Each sponsor has its advertisement or name on the back of the rickshaw for five years. The puller is able to pay the cost within a year and own the rickshaw thereafter.

A group of Social activists drawn from diverse Professionals formed the Cachar Cancer Hospital Society in 1992, and approached ONGC for financial assistance for procurement and installation of CT Scan Machine in the Hospital. ONGC has given contribution for a cobalt building and a CT guided treatment facility installed in the hospital. A CT Scan Machine which was the necessity was provided by the ONGC in 1996 for the people of Barak valley.

Apart from the above work on infrastructure development under SEDP roads are also built by ONGC under its operational areas by Surface group.

Final Observations
It has been observed by analyzing the information gathered above and personal visit to the areas of its operations that:

- ONGC has committed to provide safe working conditions to the employees and to maintain ecological balance and protection of the environment in its operational activities. Improving the quality of work life of employees has been enduring concern of ONGC.
- ONGC has undertaken various safety and environment training, safety audit and inspections, accident data analysis, hazard and risk analysis, periodical medical examination of the employees, tree plantation and green-belt development.
• A number of welfare schemes covering areas such as, education, housing, medical facilities, incentive schemes have been followed to enrich the life of employees. The officer’s club has been organizing cultural programmes, sports, and other entertainment programmes and the staff welfare committees have also been functioning at different work centers to take care of the basic needs of employees.

• In order to monitor the funds allocated under socio-economic development programme the State Government has formed a Special Development Committee comprising of people’s representatives, senior Government officials and ministers. The funds allocated for development works are placed at the disposal of this committee so that they may be utilized in a co-ordinated fashion for integrated development of the areas where ONGC operates.

• In order to train graduate for better performance in All India Selection. ONGC is providing staff support to the Administrative Staff College. Guwahati.

• ONGC has made consistent efforts to reach out to the people around its operation area. It is considering establishing, in collaboration with the department of Industries of the State Government, a Vocational Centre to impart training to young entrepreneurs.

• ONGC has given two cancer detection and treatment facility in two different location of Assam. Apart from it ONGC has helped all major hospitals by providing some facility to help the people of Assam.

Corporate Social Responsibility Action by OIL India Ltd.

Out of the major Corporate Oil houses in Assam, the Oil India Ltd. (OIL) has its Head Quarter i.e. Corporate Registered Office at Duliajan, Dibrugarh, Assam. Oil India Ltd. is an Oil and Gas exploration and production company. It became a fully owned Public Sector undertaking of the Government of India in October, 1981 by taking over BOC’s 50% equity and management of Digboi oil fields changed hands from the erstwhile AOC to OIL. A premier national oil company, OIL today is engaged in the business of exploration, production and transportation of crude oil and natural gas from the areas of upper Assam and Arunachal Pradesh and parts of eastern, northern and western India.

The company is a “Schedule A “company under the Ministry of Petroleum and Natural Gas, Government of India. Although the entry of the company into the public
sector is just couple of years away from silver jubilee celebration, the roots of its experience stretch back through antecedent companies to the beginning of the last century. OIL, is conscious of the tremendous responsibility trust upon them by an oil-starved nation. The company is always conscious about the expectations of the poor, underprivileged and needy people residing in the company’s operational areas.

With a century old legacy, Oil India Limited, a premier national oil company has evolved as a “People’s Company” by being actively involved in the overall development of the people residing in and around the company’s operational areas, especially in Assam and Arunachal Pradesh.

Oil India Limited recognizes the need for maintaining a cordial relationship with the residence of its operational areas. Despite overwhelming concern to find more oil, OIL has always given top priority towards the upliftment of the less privileged sections of the society in which it operates. It is this twin objective of business and social commitment that has prompted OIL to embark upon massive programmes of educational, medical and infrastructural development efforts; the Company earmarks a minimum of 2% of its net profit for CSR initiatives.

OIL has firmly believes that “Island of Prosperity cannot survive in a sea of poverty”. Therefore, unless companies gives back to the land and people from which it has taken so much, unless it looks beyond business and cables the disadvantages communities to fend for themselves, act as a catalyst of socio-economic development issues like growing poverty, unemployment lop-sided development would continue to haunt companies. Global industrial history and statistics prove that the companies which survived the test of times are those which never compromised on issues of ethics and “Corporate Social Responsibility”. For Oil India Limited socio-economic development of the resident of its operational areas is not merely a policy statement but an integral part of the companies’ corporate philosophy and culture.

In the year 1983, OIL conducts a social survey in its operational areas in the North-East through Dibrugarh University to evolve a CSR strategy. Based on the recommendation of the survey, the company introduced a scheme called “Social Welfare Programme” (SWP) in 1984 and later on another scheme called Area Development Scheme (ADS) in 1996. The SWP places OIL’s commitment of protecting the environment, upliftment of education, health and socio-economic development a top
most priority. All round development of education, rural infrastructure, primary health care, environmental protection, promotion of sports/sports person (especially rural sports) assistance to youth and women organizations in carrying out community development activities are some of the key areas covered under SWP. An amount of Rs. 498.19 lakhs was spent during the year 2005-2006 on this account. The ADS covers the construction of roads, setting up of educational institutions and primary health centers in the North-East region and other operational areas of the company.

In the year 2004, M/S Enterprise Group. New Delhi a professional agency was engaged to carry out a social audit of the company’s CSR projects to assess the impact and public participation of the same. The following are some of the key findings of the key findings of the audit.

- Mobile Dispensary programme ranks as one of the most “useful” OIL initiatives.
- Self-Help Group (SHG) schemes of OIL and SIRD (State Institute of Rural Development) the current ‘favourite’.
- Schools, Colleges or cultural centers draw high community involvement.
- Without OIL there would have been no development work.
- OIL contributes largely to the prosperity of the region.
- Historically, OIL yields to public agitations and ‘Bandhs’ as a price to ensure uninterrupted production from its oil/gas fields.
- “Agitations pay, and ‘Bandhs’ pay splendidly” key lesson drawn by prospective beneficiaries of OIL, as means to achieving their objectives.

The twin problems of growing unemployment and poverty have posed a serious threat to Oil’s long term business goals. More and more unemployed youths look at OIL as only possible source of employment. In order to address this problem, the company has undertaken a long term project known as “Rupantar” which can help the unemployed youth to find alternatives source of employment. The project aims to create self employment avenues and promote entrepreneurship in the region and generate sustainable sources of livelihood.

Oil India Limited signed a MoU with the State Institute of Rural Development at the companies ‘fields’ Head Quarter in Duliajan on 8 Sept. 2003. The guiding provisions of the MoU are a long term vision to generate sustainable self employment avenues for
the educated unemployed youths in and around the company’s operational areas in upper Assam. The State Institute of Rural Development (SIRD) has an extensive networking with other states of India. They have the experience and resource persons to provide lands on training to the youths. The attractive scheme of SIRD is providing agricultural machinery like Power Tiller to poor farmers with 50% bank ended subsidy.

Keeping in perspective the geo-climatic profile of Assam and the area specific needs of the different villages, the following economic activities have been taken into consideration:

- Farm Mechanization
- Area based horticulture, floriculture and composite farming.
- Mushroom cultivation.
- Fish Farming.
- Cottage Industries-Honey Production, Cane/Bamboo Handicrafts.

Successful agro-based industries would result in self-employment opportunities. In the bargain, OIL shall be able to enhance its goodwill and image as a “People’s Company” and help in wealth creation and capacity building. In a span of 3-4 years, OIL was able to transform the upper Assam area to a successful agro-based industry belt. It could become one of the flagship social welfare projects of OIL. This would, in turn, enhance OIL’s image and also help in creating an external environment which is conducive for the companies’ operational activities.

The company so far generated over 600 SHGs and creates self-employment awareness for over 6000 unemployed youths. As a part of the MoU, SIRD has already opened up an extension centre at the OIL’s Handloom Training and Production Centre in Duliajan. To start with SIRD has assured that they would be giving 300 Power Tillers to equal numbers of SHGs under its farm mechanization scheme, which along would target 3000 youths/farmers.
With the active support of SIRD and the commitment of the Self-Help Groups, OILs dream of transforming the Petroleum Province of upper Assam to a successful agro-based industry belt would surely become a reality. To popularize the concept of Self-Help Groups, the company has sponsored a street play, which is being used as a potent communication tool to show tremendous potential of SHGs and agro-based projects. At the same time the play enacted by local artist of Duliajan highlights various social evils like illiteracy, alcoholism, health and hygiene etc.

Unemployment among the youth in Assam is one of the biggest factors for prevailing uncertainty and turmoil in the state. Traditionally, most youths in the state have hankered after government jobs. But given the magnitude of the problem mere jobs will never make up the deficit. The only way on therefore is to create self-employment avenues in the rural sector.

This short coming can be overcomes by a well-mapped out strategy to organize youth and unemployed persons in rural areas. One well-tested method to do this is to create Self-Help Groups (SHGs) in villages. The emphasis has to be attached to motivate rural people for taking up self-employment in key economic activities by utilizing locally available resources. This is in line with government of India’s emphasis on creating self-employment in rural areas through schemes such as Swarnajayanti Gram Swarojgar Yojana (SGSY). The objective of this scheme is to provide sustainable self-employment avenues through innovative approaches involving different strategies. Once the group is formed, each member contributes his/her individual share every month which is deposited in the joint account maintained by the SHG in a bank. This collective savings of the SHG is one of the most essential criteria for a SHG to become eligible for loans/subsidies etc. from banks and institutions like SIRD.

THE SOCIAL APPROACH OF OIL

The Advocacy programme targets key decision-makers in government, multi-lateral and bi-lateral agencies and non-government organizations. By convening meeting between decision-makers, CEOs and other leading figures, OIL advocates the case for their contribution to development on the social, economic and environmental front.

OIL acts as an intermediary in introducing key partners in cross sector organizations from Business, State and Civil Society and thus brings together the
complementary skills and experience in these sectors. In its role as a facilitator, OIL endeavors to rope in different groups to pull in their ex-parties to participate in a process that they could not have achieved on their own.

OIL plays an important role in building capacity of individuals and organizations by using partnership approaches. Its events provide a platform to cross sector organizations to evolve partnerships and address the issues of sustainable development. The idea of cross sector partnerships is not only to impart knowledge and develop skill of the organizations involved but would also to bring about an attitudinal change in the organization.

Success of self-employment activities largely depends on capacity building and converging support services. Therefore, Oil has given adequate attention to the following aspects:

- Identify programmes that have a core business match. Articulates a ‘Win-Win’ strategy for all stakeholders.
- Provide inputs on all aspects of context specific programme cycle management which includes needs analysis, project design, implementation, project monitoring, and evaluation.
- In order to make the SHGs strong and sustainable, capacity building is a must.
- Training on building managerial capacity and skill up-gradation to be given adequate attention.
- Technology support services to be provided depending upon the activity and client group.
- Linkages to be provided between SHGs and specialized institutes and organizations within and outsides the state.
- Essential infrastructure to be created to fill up the critical gaps as per local requirements.
- Provide market linkage to each SHGs so that all the Swarojgaris (self-employed) can earn a sustainable income.
- Constant monitoring and field level guidance to be provided so that the SHGs can become expert in their own chosen field of expertise.
- Establish contract and linkages between SHGs and nationalized banks for provision of credit services to SHGs.
Oil India has christened a new project as “Rupantar” (an Assamese word meaning Transformation)- which will provide the rural poor and the unemployed an opportunity to become self employed. The following steps have been taken to promote marketing of goods produced by SHG:

- The Government of Assam has issued an order declaring the SHG as approved sources for the supply of articles required by Govt. Departments.
- The SHGs products may also be sold and displayed at central/State Emporia, Public Sector Corporations, Women’s Development Corporations, and KVIC retail outlets etc.
- A special marketing outlet is being set up at Duliajan, which will exclusively display and sale the products of SHG’s.

Since the success of any self employment activity largely depends upon proper monitoring, OIL-SIRD has devised a monitoring mechanism to review the various projects. Some of the key aspects are:

a. Maintenance of accounts
b. Regular meeting and cohesiveness of the group
c. Management of the activities
d. Repayment of bank loan
e. Market linkage and exposure

Working with SIRD, OIL, has organized village women into self-help groups. Group members make monthly contributions to create a savings corpus. The corpus is used to extent soft loans to group members. The system of mandatory contribution further strengthens the savings habit, leading to capital augmentation.

Some Significant Community Development Initiatives Under Taken By Oil Are

1) Construction of over 100 bridges/1400 Kms of roads (PWD/village roads).
2) Financial assistance to over 1500 educational institutions in and around OIL’s operational areas in Assam.
3) Financial assistance to socio-cultural/sports/youth organizations/Mahila Samities (women organization).
4) OIL has extended substantial financial contribution to Assam Medical College, Guwahati Medical College the two premier institutions in the State of Assam and
Dibrugarh University, Assam—one of the leading centre of higher education in India’s North Eastern Region.

5) OIL instituted a chair in the memory of late K.D. Malviya, Ex. Petroleum Minister, Government of India in late sixties, in the Dibrugrah University, Assam. OIL contributes an amount of Rs. 1 Million (USD 0.02 Million) under its Social Welfare Programme towards the chair.

6) OIL provides assistance (Forming equipment, hybrid seeds, fertilizers etc.) Technical guidance to farmers in nearby village of OIL’s operational areas for agricultural development.

7) Established in 1984, OIL’s Handicrafts Training and Production Centre located at Duliajan imparts training to women on Handicraft, Weaving, Embroidery and Tailoring on monthly stipendiary for a 9 months period.

8) The nursing school in OIL Hospital Duliajan conducts 3 years General Nursing Midwifery (GNM) training course which is recognized by the Directorate of Medical Education, Govt. of Assam.

9) Under Family Welfare Society of OIL hospital, families of OIL, employees specially the women are provided education on the importance of good health and help in follow up treatment in all family welfare cases. Special emphasis is given on pre and post natal care and other issues related to women’s health.

10) A computer training center under the Project Rupantar scheme has been established at Duliajan, which provides one year advanced computer course at a subsidized rate.

11) 170 power tillers have been provided to many SHGs under special Swarnajayanti Gram Swarojgar Yojana (SGRY) though credit linkage from nationalized bank.

12) Two hatchery units (capacity: 34000) under Project Rupantar scheme have been installed at Duliajan.

13) A growth centre with Modern Hanlooms has been installed for Training and Production Diversified Handloom Products in Eri and Muga (the world famous golden silk of Assam) under the Project Rupantar Scheme.

14) 112 mushroom units (SHGs) have been provided spawn under action research project of SIRD.

15) OIL has donated an amount of Rs. 2.50 crores to the Assam Medical College Hospital for class rooms and a conference hall.
16) An amount of Rs. 1.50 crores has been given to the Assam Engineering College for the construction of a multi-disciplinary centre.

17) The Oil has donated a sophisticated Gas Chromatograph Mass Spectrometer to the Chemistry Department of the Gauhati University. The cost of which is around Rs. 65 lakhs.

Finally, the following conclusions can be drawn from the above information gathered during the course of this research.

1) The Company is constantly concerned with maintaining healthy relationship with local people as well as with the local government officials. They felt that the establishment of workable relations with the community is desirable for furthering the operational activities.

2) The internal public relations are emphasized to achieve maximum meaningful communication between the organization and its employees. The is aimed at bridging the information and perception gaps wherever exist. It is appreciated that receptivity of objective communication can be more purposefully ensured by the efforts of public relations functionaries rather than by the persons engaged in industrial relations and personal function. But all have to work hand in hand.

3) A systematic scheme for rural development work was started from Public Relation angle. Services of medical aids to the local communities were extended beyond the complex.

4) More effective communications with leaders, spokesmen and residents and frequent contact and interaction between company officials and community residents are attempted regularly.

5) As a premier oil industry in the backward region the company’s investment/expenditure on socio-economic development programme which is only 2% of its profits are not sufficient enough and very negligible. Therefore, in comparison to its profits the allocation of amount under this policy should be increased for the greater interest of the people under this backward region.
Corporate Social responsibility Action by Indian Oil Corporation (IOC) Ltd.

Indian Oil Corporation Ltd is the largest commercial undertaking and the 1st Indian company in Fortune’s “Global 500” ranking of the world’s largest industrial and service management. As an active founder member of Global Compact, Indian Oil has not only steered its CSR philosophy in accordance with its vision and mission statements but has also woven the corporate strategies around it. The Global Compact statement serves as a guiding principle in effectively implementing the 19 principles of United Nations agenda on Human Rights, Labour Standards, environment and anti-corruptions.

As a responsible corporate citizen, Indian oil has been making substantive contributions every year to national causes, social welfare and community development programmes throughout the country, particularly in the vicinity of its major installations. The majority of these programmes focus on provision of drinking water & sanitation, health and family welfare, education and women empowerment of women and other marginalized groups in rural and backward areas.

The Indian Oil Foundation is a non-profit trust set up by corporation to protect, preserve and promote national heritage monuments in collaboration with Archeological Survey of India and National Culture Fund of the Government of India. Among the monuments short listed by the foundation for adoption are Khajuraho, Konark, Hampi, Kanheri Caves and Warangal Fort.

IOC has awarding scholarship to 350 meritorious students from economically weaker sections of the society pursuing 10+/ITI and professional courses in Engineering, Medicine and Business Administration/Management disciplines every year. 50% of the scholarships were reserved for SC/ ST/ OBC students and 25% of the scholarships in each category were earmarked for girl students and 10% for physically handicapped students.

From the year 2005-06, the attempt has been made by the corporation was to utilize 25% of the Community Development Funds towards Special Component Plan and Tribal-Sub-Plan for meeting the needs of the weaker sections. Indian Oil Corporation has donated Rs. 4.95 Lakhs in Feb, 2003 towards the “ASOMIYA BISWAKOSH” publication fund a noble effort made by Assam Sahitya Sabha.
Corporate Social Responsibility of IOC - Assam Oil Division

With the adoption of the Industrial Policy Resolution, 1956 petroleum refining and Marketing was planned to be brought under State Ownership in gradual phases. In 1959 the Indian Oil Company was formed as the Marketing Company under State Ownership as a Public Sector Unit (PSU). Another company for refining of crude oil, the Indian Refineries Ltd. was also established. These two were later merged to form the Indian Oil Corporation. The IOC developed different divisions with the overall canopy of IOC Ltd. namely. Refining Division, Marketing Division, Assam Oil Division, Pipeline Division etc. The present organization in Assam for Refining and Marketing is a division of the Indian Oil Corporation Ltd is popularly known as Assam Oil Division (IOC-AOD).

Though the early social welfare effects of the Assam Oil Company were concentrated on making Digboi a model township with good sanitation, housing, medical, educational and recreational facilities for as workers, the operations of Assam Oil, have made far-reaching impact on the socio-economic development of the North-East region of India. The AOD has taken several initiatives to ensure that those around them have a chance at prosperity.

AOD’s operations in the underdeveloped north eastern part of the country have been a source of livelihood to thousands of families. Apart from the 2385 employees on the rolls of Indian Oil Corporation Ltd. (Assam Oil Division), thousand other depend upon the organization for their livelihood, such as:

- 3000 persons are employed in contractual jobs.
- 4714 persons are employed in the Division’s 271 LPG distributorships.
- 23479 persons are employed in the Division’s 366 Retail Pump Outlets
- Around 5500 persons are employed in operating the 1519 trucks tankers used to transport the Division’s products.
- At the on-going project sites at Digboi refinery and marketing projects all over the North-East around 1000 persons are engaged as labourers and daily wage earners.
- Around 1000 persons are employed in the Shops and Dhabas that have sprung up outside AOD’s installations.

In an area where employment opportunities are scarce, AOD’s operations and on-going projects have helped to develop entrepreneurs such as dealers, distributors,
transporters, suppliers who in turn have generated employment opportunities in their establishments. AOD has taken initiatives to familiarized and train youths in different areas so that they may be gainfully and profitably self-employed. Some of the major initiatives are:

- Assam Oil Division has taken the initiative to introduce modern farming techniques in the villages neighbouring Digboi with technical assistance from the Assam Agricultural University, Jorhat, Assam. Several farmers co-operative societies have been supplied with high-yielding varieties of seeds, good manure, fertilizer, insecticides, power-tillers, deep tube wells and motor-driver water pumps resulting in improved crop yield in the area.

- Multi crop farming has been introduces in some villages with the assistance of youths trained in integrated farming.

- To open a small tea garden AOD has provided necessary training and assistance to 52 local unemployed youths.

- With the help of District Fishery officials, 51 educated unemployed youth have been trained in fishery development.

- Training in cane and bamboo furniture making has been imparted to 173 unemployed youth.

- 155 shops have been allocated to unemployed youth in the AOD’s market at Digboi and about 650 persons are employed in these shops.

- A Trade Apprentice Course has been conducted since 1962 for imparting skills to local youth in various trades 423 youngsters have been trained under this programme in the last ten year.

- A Nursing School, recognized by the Nusing Council of India was set up in the premises of AOD Hospital at Digboi in 1984. 480 girls have obtained the Diploma in Nursing and Midwifery and have found employment in various medical establishments.

- Assam Oil Division has a well-equipped 200 bedded Hospital at Digoi which caters not lonely to the Divisions own employees, but also to the surrounding community. Sensing the inadequacy of medical facilities available in the nearby villages. AOD was the first to offer free medical treatment to the people from these villages. The corner stone of AOD’s community developments efforts has been its Village Heath
Programme. Free medical treatment has been provided to over 63,236 patient’s covering 100 villages surrounding Digboi at these camps. 3650 children have been immunized in these camps. 7464 Family Planning Operations have been carried out, free of charge, at family planning camps in rural areas.

- Financial and material help has also been provided to the government Civil Hospital at Digboi to upgrade its facilities.
- Financial assistance of Rs. 2 lacs has been provided to “Boat of Hope” project is expected to benefit around 10,000 people residing in the low-lying areas adjoining River Brahmaputra who are badly affected by recurring floods every year.
- Health care camp and its awareness programme were conducted at five depot and terminal locations at a cost of Rs. 1.30 lacs. Where tank crew and contractors workers were given free health check-up and advice.
- Financial assistance of Rs.1,00,000 was given for the construction of incomplete boundary wall of Digboi Cremation Ground for maintaining hygienic and healthy environment in the township.
- Financial assistance of Rs. 1,00,000 was given for the construction of a hygienic Slaughter shed at Digboi Id-Gah for maintaining for hygienic and healthy environment in the township.

Assam Oil Division has taken special initiatives in facilitating the spread of education. Some of the major initiatives for last few years are:

- The Assam Oil Division has its own schools at Digboi for its employee’s children where 375 children are currently getting quality education.
- For offering top-of-the line educational facilities to employees children and others in neighboring areas. AOD took the initiatives in establishing a branch of Delhi Public School in Digboi.
- AOD has helped in constructing permanent buildings and facilities for rural schools and colleges, provided teaching aids, furniture, books and drinking water to schools in order to bring quality education within the reach of rural children.
- Under Adult Literacy Programme, adults in the age group 25 to 70 are taught to read and write at the neighbouring villages. 895 adults in 15 villages have been covered under this programme during 2005-06.
AOD has provided computers and other equipment to several educational institutions.

AOD has assisted in the construction of auditorium at Dibrugarh University and library at Digboi Mohila Vidyalaya.

Assam Oil Division has constantly endeavourer to empower the women in the areas surrounding its installations and enrich their lives. Some initiatives are:

- Handelooms, Sewing Machines and knitting machines have been provided to various women’s organizations.
- AOD has sponsored training in weaving, handicraft and embroidery to ten women during 2005-06 from different villages at the Assam Textile institute, Guwahati. So that they may teach the fresh ideas and techniques to other women in their villages.
- AOD has assisted in setting up a Handloom Training Centre in the State of Monipur.

Infrastructure

- To facilitate the availability of clean drinking water, AOD has provided deep tube wells and hand pumps to 158 villagers so far.
- Bridges leading to remote villages are repaired and constructed to enable the villagers to engage in profitable economic activity with the towns.

Environment Protection

AOD has played a leading role in maintaining the rich bio-diversity of the region by adopting improved, environment friendly processes plantation of trees etc.

Assam Oil Division has been providing financial and infrastructural help in organizing various State. National and International level tournaments in various categories of sports. 35 talented young sportsmen have been given one-time scholarship. At the grass-root level, many youth clubs have been given sports equipment to promote healthy activity. Assam Oil Division has extended help in the construction of 3 major stadiums in the region.

The Assam Oil Division has supported various forums like the North East Chamber of Commerce & Industries (NECCI). Federation of Industries in the North East (FINER), trade fairs, seminars and expositions that have tried to call attention to the problems of the North East and find ways to address them.

From the above facts and information it has been observed that:
The self-employment initiatives provided by the AOD are not sufficient enough. Arrangement for a few numbers of local unemployed youth in imparting various self-employment programmes such as training on multi crop farming, training on fishery development, allocation of 155 shops to the local youth will not help to overcome unemployment and poverty of the people of the nearby areas.

- AOD has been spending approximately Rs.20 lacs for Village Health Camp & Family Planning Camp every year for last five years.
- AOD has sponsored training in weaving, handicraft and embroidery to only 15 women from different villages which cannot be considered sufficient enough to make self employment. Moreover, only Rs.4500/- was spent in the year 2004-05 and 2005-06 for tree plantation by sapling of 580 trees.
- As a Fortune Top 500 company, the Indian Oil Corporation should spend a substantial portion of its profits for the development of this backward region.

3.4 Social Responsibility Performance
In 1979, Archie Carroll combined the philosophical ideas of social responsibility and social responsiveness in to a single theory of corporate social action called *corporate social performance*.

According to this theory, the arena of social responsibility debates is shaped by economic, legal and ethical principles. Free enterprise, the public right to safe work place, and equal employment opportunities together these principles create a “social contract” between business and society that permits companies to act as moral agents. At individual companies, managers try to implement the principles of the social contract in their decision making process and in their company policies. Their decision and policies can reflect one of four stances:

a) Reactive  
b) Defensive  
c) Accommodative  
d) Proactive

Corporate social performance is an important consideration for many investors, who believe that an organization’s good-social performance is not only socially responsible but leads to good financial performance. More than a dozen “social
“conscience” mutual funds exist that choose securities for investment purposes according to the companies’ records in social responsibility – that is, in protecting the environment, helping the community, etc. What interesting is that each fund uses its own standards in determining which securities are acceptable.

According to Carroll (2000), since it is difficult to gather actual measures, there is a tendency to rely on stakeholders’ opinions or assessments of Performance in the literature. However, developing comprehensive measures of corporate social activities that really address social performance is a challenge. Because, “if we do less than this, we should not call it social performance.” In spite of this apparent risk, relying on stakeholders’ views can be a more reliable way of measuring corporate social activities compared to alternative methods. In the current study, a new measure of CSR was obtained based on the views of employees and people or the beneficiary of the CSR programme. After an elaborate scale development process, the current structure of the scale provides some important implications.

3.5 Social Responsibility Performance of Oil and Gas sector PSUs in Tripura

A number of short term and social beneficial projects were taken by the different companies operating in the field of Oil and Gas sector in Tripura. These projects were addressing different need of the society like education, health care, employment generation, entrepreneurship development, women empowerment, nutrition programme for the poor child and mothers. Few of these programme are very successful in these field. Among them only a few them are discussed below:

1. It was observed all the organizations under study in the field of Oil and Gas sector have written CSR policy and they are implementing it in their project area or nearby their office.

2. It was found that, all the organizations under study in the field of Oil and Gas sector operate in Tripura working for CSR. They are generally addressing the issues like, health care, education and literacy, sport promotion, employment generation and rural development. The issue which is given less important is protecting ecological environment.
3. The responses of managers were significant and majority of the managers agree that their organizations were allowing them for CSR activity in their working hours.

4. The majority of the managers representing the Oil and Gas sector feel that CSR projects were implemented satisfactorily.

5. The majority of the managers in view that their organization is creating both direct and indirect employment for local people.

6. It was observed that ONGC launched its first PURA project in 2005 at Maichara of East Kalabaria Panchayat in Belonia Sub-Division of South Tripura District. The project was providing four components to the rural people, i.e., (a) Bijli Ghar (Power Generation), (b) Randhan Seva (Community Kitchen), (c) Gyan Kendra (Library and Computer centre) and (d) Samaj Shibir (Community Hall). The project envisaged supplying power to the selected five villages benefitting 400 families under its fold using natural gas. The project also includes model village, building village roads, health care facilities and vocational training institute, irrigation facilities for farmers. Unfortunately this project was closed by the ONGC in the year 2010. Present status of the project is that, the Bijli Ghar Randhan Seva Kendra is lying ideal. It is not used and maintained. So, the equipment there is rusting. Gyan Kendra and Samaj Shibir do not exist anymore but its signboards were still existing in a governmental school where the foundation stone was laid by the CMD-ONGC and the chief Minister of Tripura. The school which was supposed to run the Gyan Kendra of ONGC-PURA project is now run and managed by the Tripura Government. There is a water pump machine for agricultural irrigation that was never installed in the field and rusting in the house where it was kept. Those who got the electric connection, now they are getting supply from the TSEB (Tripura State Electricity Board) and paying the bill to TSEB. The response of the local people is mixed and they said, that when the project was implemented training for self employment was provided to few villagers. But the maximum promises were not fulfilled by the ONGC. ONGC has never constructed the Samaj Shibir and Gyan Kendra. Initially they were using one governmental school for providing some computer related vocational courses but finally they didn’t come up with it. Computers which were given to the school were taken back. Few people complained that they worked in the Bijli Ghar and Randhan Seva Kendra, they
were not paid for the last few months when the project was closed. It was one of the first projects implemented by ONGC and they were suppose to implement 50 similar project in India. Poor implementation and management has proved the failure of the project and there is not any instance of PURA project anywhere in India by the ONGC.

7. Another observation was ONGC has played a vital role for the development of education in Tripura both school education as well as higher education, ONGC has given fund for the establishment of Bhavans Science College which is one of the premier college for science and management education in Agartala as well as in Tripura. Apart from this it is continuously supporting institute like Ramkrishna Mission school, Pranabanada Vidhya mandir, Vivekanda Sishu Mandir, Arabinda Bidhya Mandir, Ishanik Kola Kendra, Govt College of Art and Craft is among few of them. It was fond from the data collected from the ONGC-Tripura Assets for last few years, which their focus of development of education is urban oriented and targeted to few elite institutions. When it was asked to Asset Manager K. Satyanarayana, GGM, he said that their philanthropy was not free from external influence.

8. Recently it was observed that the person of Tripura has negative feeling of the term using by the ONGC as “ONGC-Tripura Assets” for their operations in Tripura. People feel that it is the property of the states they were permitted to explore the resources for the development of the states. But in their activity it seems their own property and using it for their commercial interest only.

9. The majority of the people in both the states of Tripura agree that Oil and Gas PSUs has done some developmental work in their locality.

10. The Oil and Gas sector companies were working for healthcare, education and literacy improvement, improving local infrastructure, creating employment and rural community development except environmental protection.

11. In the States of Tripura, people were benefitted directly or indirectly by the CSR activity implemented by the Oil and Gas PSUs in the region.

12. The people in the states of Tripura agree that the Oil and Gas PSUs are taken different steps to mitigate or solve the local problem, or they (Company officials) have sympathetic understanding of the local problem faced by the people in the vicinity of the Oil and Gas companies.
13. There is not any human right violation in any states in Tripura.

14. In Tripura majority of respondent says that the CSR policy of Oil and Gas PSUs are align to National or UN Millennium Development goals which creates employment opportunities, nutrition programme for the poor mother and children and women empowerment through self employment.

15. That majority of the people said they did not seen any company officials volunteering during working hours or they don’t know that the officials are volunteering or not. Approximately 30 percent people with both the states of Tripura and Assam responded that they seen company officials volunteering during working hours.

3.6 Social Responsibility Performance of Oil and Gas sector PSUs in Assam

A number of short term and long term projects were taken by the different companies operating in the field of Oil and Gas sector in Assam. These projects were addressing different need of the society like education, health care, self employment, entrepreneurship development, lively hood project, women empowerment and educational development. Few of them are very successful and continued for last several years. Also we analyzed the people’s perception as well as the perception of managers working in the CSR implementing organization about the performance of CSR activity in Assam. Major CSR projects were undertaken and implemented by the oil and gas PSUs in Assam were discussed below:

1. It was observed 100 percent organizations under study in the field of Oil and Gas sector have written CSR policy and they are implementing it in their project area or nearby their office. The organizations were doing these activities for last 30 years or more, even that time they had not any written policy on CSR.

2. It was found that, all the organizations under study in the field of Oil and Gas sector operate in Assam working for CSR. They are generally addressing the issues like, health care, education and literacy, sport promotion, employment generation and rural development. The issue which is given less important is protecting ecological environment.

3. The responses of managers of were significant and majority of the managers were agree that their organizations were allowing them for CSR activity in their working hours.
4. The majority of the managers who are representing Oil and Gas sector feel that CSR projects were implemented satisfactorily.

5. The majority of the managers in view that their organization is creating both direct and indirect employment for local people.

6. The majority of the people in both the states of Assam agree that Oil and Gas PSUs has done some developmental work in their locality.

7. The Oil and Gas sector companies were working for healthcare, education and literacy improvement, improving local infrastructure, creating employment and rural community development except environmental protection.

8. The States of Assam people were benefitted directly or indirectly by the CSR activity implemented by the Oil and Gas PSUs in the region. And the state is the witness of the development for a long period in the region.

9. The people in both the states of Assam agree that the Oil and Gas PSUs are taken different steps to mitigate or solve the local problem, or they (Company officials) have sympathetic understanding of the local problem faced by the people in the vicinity of the Oil and Gas companies.

10. There is not any human right violation in any states in Assam.

11. In Assam maximum respondents are ignorant about it, that these companies are creating employment opportunities, nutrition programme for the poor mother and children and women empowerment through self employment. This may be due project pattern and implementation of the projects. In Tripura we experienced maximum are short term projects like implementing nutrition programme, creating employment, giving training facilities on the other hand we seen in Assam maximum are long term projects like creating Hospitals, training institute, rickshaw bank collaboration with SIRD for sustainable employment creation and bank ended subsidy for farmer and for farming equipments.

12. That majority of the people said they did not seen any company officials volunteering during working hours or they don’t know that the officials are volunteering or not. Approximately 30 percent people with both the states of Tripura and Assam responded that they seen company officials volunteering during working hours.

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