Chapter 4

Corporate Social Responsibility Activities of Selected Companies in Kalaburagi District

This chapter includes introduction, Corporate Social Responsibility Activities of four Selected Companies in Kalaburagi District of Karnataka.

4.1. Introduction to Cement Industry

Cement is one of the essential industries which play a vital role in the growth and development of a nation. The Indian cement industry is the 2nd largest industry in the world after China accounting for 8 per cent of the total global production (Cement Sector Analysis Report April 2014). In India first Cement company was established in the year 1904 in Tamil Nadu at Chennai. For the first time cement was produced in a mill based on ocean ammunition as a resource of sandstone (limestone). This production was fully failed to manufacture the cement. Finally in the year 1912-13 the first successful factory was established. It began its production in the year 1914 by name Indian Cement Co. Ltd. at Porbandar in Gujarat, and this was hundred percent successful. The Second cement company was set up in Rajasthan and third in Madhya Pradesh. After the World War I the cement industries growth was very speed in India was producing 85,000 tonnes cement (Jain & Khanna, 2010).

In the year 1947 there were 18 cement companies which were produced 20.16 lakh tonnes with actual capacity of 21.15 lakh tonnes. After independence there was a rapid economic progress associated with the huge building constructions. This made more demand for cement and the Government of India provided stimulus to this industry. India achieved self
sufficiency in cement sector during the 1980s due to five year plans and partial decontrol this in March 1989. There was a rapid growth in the year 1990. At present due to quality, productivity and efficiency the cement industry got second place in the world after the China. The Cement industry tried to minimize its cost and maximize its productivity.

Currently India is the Second largest producer of Cement after the China. The Total Turnover of this sector is 30,000 Crore. In India the Cement industry contributing second highest exchanges. India is getting 4000 crore from excise duty and various state governments another 4000 crore from sales tax and 2000 crore from royalties, octroi and cesses.

In the year 1922-23 cement production started in Shahabad of Gulbarga district in Karnataka.

In India in the field of Industrial growth Karnataka state is very famous. In Karnataka Cement Industries is one of the very largest and fastest growing industries. Annually Karnataka produces more than 11 million tones of cement. It contributes to 6.51% of the total cement manufactured in India. The state occupies 7th position in the cement production of the country. In Karnataka there are more than 16 cement companies are working. From Karnataka only more than 0.01 million tons of cement exports to abroad. (Daily hunt Karnataka Trade and Commerce, October 15, 2017.)

Out of all 255 units, 10 are government owned and 245 are Private Sector companies. In Karnataka 19 companies are there. Among all these 19 one unit of Cement Corporation of India Ltd. which was at Kurukunta is shut down. At present 18 cement companies are working in Karnataka. Out of 18 units four cement companies are selected for the study. They are as follows.
1. ACC Wadi Cement Works, Kalaburagi district.
4 Chettinad Cement Corporation Ltd. Kallur K. , Chincholi Tq, Kalaburagai dist.

4.2. An Overview of CSR:

Corporate Social Responsibility is one of the most significant global issues worth serious challenges and implications on almost of the all sections of the society. CSR is management concept where it is generally understood and it balances the economy. Emerging economies of the world including India are coping and issues relating poverty and hunger human rights, injustice, farmer suicide and community welfare etc.

4.3. Provisions of CSR practices under New Company Act 2013

Section 135 and Schedule VII of the Company Act 2013 Came into effect from April 1, 2014 for Companies which have either net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore. They need to spend at least 2% of average net profit during the three preceding financial years for the activities mentioned in Schedule VII of the 2013 Act

Schedule VII

MINISTRY OF CORPORATE AFFAIRS NOTIFICATION New Delhi, the 27th February, 2014 G.S.R, 130(E).-In exercise of the powers conferred by subsection (l) of section 467 of the Companies Act, 2013 (18 of 2013), the Central Government hereby makes the following amendments to Schedule VII of the said Act, namely :-

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www.csr.gov.in
(l) In Schedule VII, for items (i) to (x) and the entries relating thereto, the following items and entries shall be substituted, namely :-

I. Eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water:

II. Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;

III. Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;

IV. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water;

V. Protection of national heritage, alt and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts:

VI. Measures for the benefit of armed forces veterans, war widows and their dependents;

VII. Training to promote rural sports, nationally recognised sports, paralympic sports and Olympic sports;

VIII. Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Caste$, the Scheduled Tribes, other backward classes, minorities and women;
IX. Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government

X. Rural development projects.

2. This notification shall come into force with effect from 1st April. 2014.

4.4. **CSR activities in select cement companies:** This section deals with the description of CSR activities undertaken by the select cement companies.

**4.4.1. CSR activities of ACC Wadi**

ACC was the first company in India to bag first ever CSR award introduced by ASSOCHAM in 1976 which was the ASSOCHAM National Award for marvelous performance in encouraging rural and agricultural expansion actions. Nowadays ACC is one of the nation’s most well known for its CSR programmes. ACC’s initial schemes in society improvement date back to 1940s long before the term corporate social responsibility was even coined. In 1952 the company launched its Village Welfare Scheme, as a full – fledged function at the corporate office and all its cement plants with a large team comprising social scientists, teachers, medical personnel, civil engineers and experts in agriculture, hygiene and skill.

Continuing with this custom, the company has a team of young CSR experts based at corporate office and factories who serve the neighbouring community that comprises the weaker sections of rural and tribal India to provide them some access to basic facilities, health, education and livelihoods.

**4.4.1.i. CSR Policy**

The Company’s aim is to be become one of the most respected companies in India distributing superior and sustainable value to all the

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2 Printed by the Manager, Government of India Press, Ring Road, Mayapuri, New Delhi-110064 and Published by the Controller of Publications, Delhi- 110054
customers, business partners, shareholders employees and host communities. The CSR initiatives focus on holistic development of host communities and create social, environment and economic value to the society. To pursue these objectives the company continue to:

1. Uphold and promote the principles of inclusive growth and equitable development.

2. Develop Community Development plans based on needs and precedence of host communities and determine the usefulness of community progress programme.

3. Work actively in areas of preventive health and sanitation, education, skills for employability, livelihoods, and income generation, waste resource management and water conservation for host communities for enhancing Human Development Index.

4. Collaborate with like minded bodies like governments, voluntary organizations and academic institutes in pursuit of our goals.

5. Interact regularly with stakeholders, review and publicly report our CSR Initiatives.

**4.4.1.ii. Education**

ACC has established schools at most of its locations that provide high quality education to children of employees and those from the host communities. In addition, the company also supports schools in the vicinity. Technology aided education initiatives such as smart classes and interactive kiosks have been implanted at ACC locations for enhancing the quality of learning. ACC continues to support Government run ITIs under the Public Private Partnership scheme to upgrade the quality of education which in turn improves the skills and employability of students.
Under CSR activities the ACC is providing the scholarship, bridge Education, Tuition Support, Book Provisioning, Setting up library and providing educational aid to Government school. The total amount spent on this is 3.89 Crore.

The company providing the Vocational training to unemployed youth, school drop outs, placement linked skills development training to unemployed youth of local youth.

4.4.1.iii. Women empowerment

ACC recognizes Women Empowerment as a priority. The company encourages women to form Self Help Groups (SHGs) in the communities
around its plant locations. Members of the SHGs are training in capacity building, various individual crafts, marketing skills, accounts, teamwork and other relevant aspects. ACC Association of Health, Education and Development (AHEAD), a voluntary group constituted of ACC employees spouses, takes active part in this vocational training.

Figure 4.2 Embroidery training Centre.

Source: Annual Report

This Women Empowerment programme is undertaken under the ACC Swavalamban. Under this it has promoted gender equality, empowering women, setting up homes and hostels for women and orphans, setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups.
4.4.1.iv. Health and Sanitation

ACC organizes health camps and mobile van health services for the community around its plants. ACC hospitals complement the local government’s primary Health Care centres and Community Health Care Centres, Anaganawadi Centres have been set up at most plant locations. In this way, ACC reaches out to mother and children with immunization, Ante and Post Natal care and growth monitoring programmes. To promote health and dignity among the communities around its plants, community toilets and toilets for individual households were constructed in a participatory manner.

Figure 4.3 Awareness programme on Swatch Bharat Abhiyan.
Source: Annual Report

Under the project of ACC AROGYAM: The company eradicated hunger poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water to local communities. In the year 2006
company establishes “Anti Retrieval Treatment Centre (ARTC)” for HIV/AIDS patients at Wadi in Kalaburagi district of Karnataka. This is the ever such project by a private sector company in India. The main aim of this is to combating against human immunodeficiency virus, acquired immune deficiency syndrome.

4.4.1.v. Livelihoods

ACC promoted skill development among the rural youth. Industry needs skilled persons while a large part of the rural youth is unskilled and unemployed. The company’s CSR programmes connect the youth to high standard skills training institutions, providing partial financial support, wherever necessary as well as extending help in enrolment and in obtaining placement.

The companies livelihood and income generation initiatives helped in training and placing youth with various employees. Some of these young men have been provided technical skill training on construction and subsequently placed in suitable jobs.

![Figure 4.4 Technical Skilled training](image.png)

Source: Annual Report
Under ACC DISHA project the company promoted employability to unemployed youths surrounding the areas of company. It has promoted special education and training such as special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement project.

4.4.1.vi. HIV/ AIDS

ACC plays a significant role in the nationwide effort to eradicate HIV/AIDS, in close consultation with the Confederation of Indian Industry (CII). The company stepped forward to support the government in battling this important public health issue by adopting a workplace policy for HIV/AIDS that protects the fundamental human rights of employees who may unfortunately become affected by HIV/AIDS, while also ensuring that these affected persons get proper care and treatment.

The company set up Anti Retroviral Treatment Centre for HIV/AIDS treatment outside ACC Wadi plant in Karnataka in partnership with the reputed Christian Medical College. The centre is run as state of the art treatment facilities and trained medical and support personnel as prescribed by NACO ART guidelines. They include Voluntary Counseling and testing centres and are sought to be operated world-class facilities.

Table 4.1 Amount spent for CSR activities by ACC Cement Company

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Profit (In Crore)</th>
<th>Amount spent for CSR activities (In Crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>1061.19</td>
<td>27.01</td>
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<td>2012-13</td>
<td>1168.29</td>
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<td>2013-14</td>
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<td>23.67</td>
</tr>
<tr>
<td>2014-15</td>
<td>602.40</td>
<td>22.17</td>
</tr>
<tr>
<td>2015-16</td>
<td>591.57</td>
<td>22.27</td>
</tr>
</tbody>
</table>

Source: Annual Reports
Average net profit of the company for last three financial years. Years 2009, 2010 and 2011 Net Profit (In Crore) 1325.26, 1120.01 and 1606.73 respectively. Average Net Profit of the Company for last three years is $\frac{4052}{3} = 1350.67$ Crore. Prescribed CSR Expenditure (two percent of the amount as in item 3 above). 27.01 Crore like that company spent amount on CSR Activities. But it is more that prescribed amount.

**Chart 4.1 Amount spent for CSR activities by ACC Cement Company**

![Graph showing CSR activities expenditure vs. Net Profit from 2011-12 to 2015-16]

**4.4.2. Corporate Social Responsibility Activities of Ultratech (Rajashree) Cement Works Malkhed**

**Vision:** To actively contribute to the social and economic development of the communities in which the company operates in doing so, build a better, sustainable way of life for the weaker sections of society and raise the country’s human development index.

Mrs, Rajashree Birla, Chariperson, Aditya Birla Centre for community initiatives and Rural Development.
4.4.2.1. Introduction

Before Corporate Social Responsibility (CSR) found a place in corporate lexicon, it was already textured into the Group’s value systems. As early as the 1940s, Birla group founding father Sri. G. D. Birla espoused the trusteeship concept of management. Simply stated, this entails that the wealth that one generate and holds, is to be held as in a trust for our multiple stakeholders. With regard to CSR, this means investing part of our profits beyond business, for the larger good of society.

While carrying forward this philosophy, Birla group’s legendary leader, Mr. Aditya Birla, weaved in the concept of sustainable livelihood, which transcended cheque book philanthropy, in his view, it was unwise to keep on giving endlessly. Instead, he felt that channelizing resources to ensure that people have the wherewithal to make both ends meet would be more productive.

Sri. G. D. Birla would say, ‘Give a hungry man fish for a day, he will eat it and the next day, he would be hungry again. Instead, if you teach him how to fish, he would be able to feed himself and his family for a lifetime.

Taking these practices forward, chairman Mr. Kumar Managalam Birla, institutionalized the concept of triple bottom line accountability represented by economic success. Our community work is a way of telling the people among whom we operate that we care.

4.4.2.2. The company strategy

The company’s projects are carried out under the aegis of the Aditya Birla Centre for Community Initiatives and Rural Development, led by Mrs.
Rajashree Birla. The centre provides strategic direction, and the thrust areas for the work ensuring performance management as well.

Main focus of the company is on the all-round development of the communities around the plants located mostly in distant rural areas and tribal belts. The Ultratech Cement Company Malkhed has the Rural Development Cells, which are the implementation bodies.

The company’s partners in development are government bodies, district authorities, village panchayats and the end beneficiaries – the villages. The Government has earmarked funds through five year plans for human development and recourse to many of these.

At the same time, we network and collaborate with like-minded bilateral and unilateral agencies to share ideas, draw from each other’s experiences, and ensure that efforts are not duplicated. At another level, this provides a platform for advocacy.

4.4.2.3. Project identification mechanism

All projects are planned in a participatory manner, in consultation with the community, literally sitting with them, and gauging their basic needs. The company has taken the recourse to Participatory Rural Appraisal, which is a mapping process. Subsequently, based on a consensus and in discussion with the village panchayats, company priorities requirement. And thus a project is born, implementation is the responsibility of the community and team as the monitoring of milestones and the other aspects. Monitoring entails physical verification of the progress and the actual output of the project.
Village meeting are held periodically to elicit feedback on the benefits of community programmes and the areas these need to be beefed up. They try and ensure that while in the short run they have to do enormous hand-holding the projects become sustainable by the beneficiaries over the long haul. Once this stage is reached, they withdraw. In this way do not build a culture of dependence, instead make the villagers self-reliant.

4.4.2.4. Model villages

One of the unique initiatives is to develop model, villages, so each of major companies is working towards the total transformation of a number of villages in proximity to the plants. Making of a model village entails ensuring self-reliance in all aspects viz., education, health care and family welfare, infrastructure, agriculture and watershed management and working towards sustainable livelihood patterns. Fundamentally, ensuring that their development reaches a stage wherein village committees take over the complete responsibility and our teams become dispensable.

The company spends in excess of CSR norms annually, inclusive of the running of hospitals and schools. The company transcends the conventional barriers of business and reaches out to the marginalized as a matter of duty and to bring in a more equitable society.

The companies focus areas are rural development activities span fine key areas and single-minded goal here is to help build model villages that can stand on their own feet. The company focus areas are health care, education, sustainable livelihood, infrastructure and espousing social causes.
4.4.2.5. Education

a. The company is running formal as well as non-formal education, and adult education.

b. Providing scholarships for girls, merit scholarships and technical education for boys.

c. The company is providing distance education.

d. The company is providing the girl child education.

e. The company is providing the digital literacy / computer education

Figure 4.5 Technical Students.

Source: Annual Report
4.4.2.6. Health care and family welfare

The following health care and family welfare activities are undertaken on regular basis:

1. Pulse polio programme
2. Health care centres and hospitals
3. Mobile clinics – doctors visits
4. General and special medical camps, fissure lips.
5. Reproductive and child health care, supplementary nutrition / mid-day meal projects
6. Safe drinking water, sanitation – household toilets, community hospitals
7. HIV / AIDS, cancer, TB awareness and prevention camps.
8. Blood donation
9. Responsible parenting.
4.4.2.7. Social causes

1. Widow re-marriage / dowry-less mass marriages
2. Social security (insurance)
3. Culture and sports.
4. Women empowerment

4.4.2.8. Infrastructure development

1. Community centres.
2. Schools in villages.
3. Roads.
4. Homes for the homeless.
5. Rural electrification.
6. Irrigation and water storage structures.

4.4.2.9. Sustainable livelihood

1. Self – help groups (Microfinance for women and farmers)
2. Integrated agriculture development
3. Integrated livestock development
4. Watershed management
5. Microenterprise development
6. Skill development / vocational through Aditya Birla Technology Park for integrated training programme and VT centres at most of our plants in collaboration with ITIs.
Figure 4.7 Making bamboo sticks baskets.
Source: Annual report

Figure 4.8 Women’s Self Help Groups meeting.
Source: Annual Reports
All the above Corporate Social Responsibility activities are done in partnership with WHO, Australia India Council, Bill and Melinda Gates Foundation, Habitat for Humanity, CII, European (EU), British Council, City & Guilds (UK), Global Compact Network, International Rotary, Club, NSDC, FICCI, NABARD, NACO, CARE, IGNU, Aide et Action, SEWA, BAF, MYRADA, Basix CARD, Art of Living Foundation, Smile Foundation, Maya Foundation, Child line India Foundation, Local NGO’s, District Development Offices, Central and State governments.

As a part of community development, Rajashree cement works started Kagina Jana Seva Trust (KJST) with a objective to improve literacy, health and economic standard of the surrounding community. KJST organizes various programmes like Adult education, entreppreuship development, agricultural development medical and helath care caps etc. Under the “Swasthi Gram Yojana Scheme” It has adopted Malkhed village for all development in partnership with the government and villagers.

4.4.2.9.i. Socio Economic Welfare provided by Rajashree Cement works

✓ People residing in the nearby villages are benefitted by the direct and indirect employment opportunities.
✓ Facilities like power linkage, water supply communication facilities, construction of roads, colony for staff, medical facility and vocational training is provided by Rajashree cement to the villagers residing nearby.
✓ First aid room under the charge of trained personnel is provided at the quarry. The medical facilities provided by RC are being utilized by local population in the nearby villages.
4.4.2.9.ii  Others

Soil: overlying the Deccan traps and the Bhima there is capping of black soil which generally ranges from 0.5m to 9.0m in thickness. The area is covered with light brown to black sandy clay soils are found to be slightly alkaline. The top soil in the whole mining area is black cotton soil with thickness of 2.0-3.0. The soil is preserved all along mine boundary in the form of a bund of 50 m wide and 10 m height and is subjected to vegetation in phases after stabilization.

4.4.2.10. Environment Impact Assessment Study (EIAS)

This study includes detailed characterization of various environment components such as water, air, noise, land and socio-economic aspects. Pollution in the area is mainly due to drilling, blasting, pumps, compressors and vehicular movement. Rajashree cement is located at about 7.0 km from Malkhed village in Kalaburagi District of Karnataka state, as per the latest guidelines of Ministry of Environment and Forest (MOEF). It has installed various pollution control systems and maintaining the emissions far less than that of the prescribed standards.

✓ ISO 9001 : 2008
✓ ISO 14001:2004
✓ OHSAS 18001:2007
✓ S A 8000: 2008
✓ ISO 27001 : 2005

**WATER ENVIRONMENT:**

Water environment includes
✓ Identification of surface water resources.
✓ Identification of ground water sources.
✓ Collecting of water samples.
✓ Analyzing water samples collected for physic-chemical and biological parameters.

The quality assessment of water is as per the Indian standard IS 10500 (drinking water standard). Water for the residential area is being supplied by drawing water from river and mine pits. Water for Rajashree cement plant is being met by drawing water from river and it has obtained permission to draw water from river Kagina which is located at distance of about 7 km from the mine area.

The Impact on water environment has been considered the following heads.

➢ Water consumption and waste water generation.
➢ Seepage water handling.
➢ Handling of rainwater / storm water management.
➢ Impact on surface water bodies.
➢ At the workshop area, an oil separation tank is arranged to segregate oil and grease from the outlet water of service ramp. Only clean water let out after skimming oil and grease. This treated water is used for plantation purpose and
➢ The rainwater collected is due to direct precipitation in the mine pit and rain water as run off draining into the mine pit.
AIR

An attempt has been made to predict the incremental rise of various ground level concentrations above baseline status in respect of air pollution. The fugitive dust model (FDM) is a computerized air quality model specifically designed for computing concentrations and deposition impacts of fugitive dust sources. For the production of 6.7 MTPA cement, there will be marginal increase in fugitive concentrations. The following air pollution control measures are being adopted by M/S Rajashree cement.

✓ Crusher is provided with water sprayers on the hopper and at material transfer points,
✓ Company drilling of blast holes,
✓ Use of sharp drill bits for drilling holes charging the holes by using optimum charge and using millisecond delay detonator,
✓ Main haul roads are provided with sprinklers for dust suppression and water tanker will spray the water on haul roads where the sprinklers and not provided and also watering the plants,
✓ Regular grading of haul roads and service road to clear accumulation of loose material,
✓ The blasting limestone piles are also wetted by spraying water,
✓ Avoiding blasting during high windy periods, night times and temperature inversion periods,
✓ Excavation operations are suspended during periods of very strong winds,
✓ Avoiding over filling of dumpers and consequent spillage on the roads,
✓ Massive afforestation for control of dust;
Noise Environment

The noise level variation can be temporal, spectral and spatial. The maximum impact of noise is felt on urban area, which is mostly due to the commercial activities and vehicular movement during peak hours of the day. Noise monitoring has been carried out at right locations to identify the impact due to the existing sources on the surroundings. Noise levels were recorded at an interval of 30 minutes during the day and night time to compute the equivalent level. Equivalent noise level is a single number descriptor for describing time varying noise levels and it could be defined mathematically as $10 \log \frac{1}{T} \sum (10^{-m})$.

Where $L =$ sound pressure level of a function of time dB (A)
$T =$ Time interval of observation.

Hence, noise levels during the night time generally drop, therefore to compute equivalent noise levels for night time, noise levels are increased by $10_d$ B (A) as the night time high noise levels are judged more annoying compared to the day time and noise levels were measured near highways, residential areas and other settlements.

The impact of noise on the villages is negligible as the villagers are located far from the site and Rajashree cement has already developed greenbelt in an area of 17.9 ha and is proposed to develop an additional are of 46.6 ha in the coming years . Hence, the impact on the vicinity due to noise level is nil.

Rajashree cement is conducting the studies with periodical noise measurement surveys as specific vulnerable points to ensure that noise levels are maintained below the permissible limit of D.G.M.S requirements. It is also pointed out that the noise generated at heavy machinery and equipment is also
within permissible limits or on slightly in excess of that and following are the some major measures that are already in implementation, they are,

- The noise generated by the machinery is reduced by proper lubrication of the machinery and equipment.
- The workers employed are provided with protection equipments, earmuffs and ear-plugs, as a protection from the high noise level generated at the plant site.

**Land environment**

Socio Economic Environment includes description of demography, available basic amenities like housing, health care services, transportation, communication, education and cultural activities. Socio – economic of the are of 10 km radius is also a part of environmental Impact Assessment Study. The information on socio – economic aspects has been compiled from various secondary sources including various government and semi-government offices. The following is the information related to the socio economic environment.

- There are 17 villages, one town and many hamlets in the study area.
- Most of the families are single nucleus family.
- Agricultural activities are mainly in monsoon season. Major crops cultivated here are Red gram, Wheat, Grams and Jawar.
- Medical facilities are inadequate, only few villages have the primary health care centres. For any major health care, the population has to go to Gulbarga which is district headquarters.

  The common diseases are diarrhea, Malaria, gastro-enteritis and eye and skin diseases.

- Educational facilities are also inadequate.
✓ Most of the villages are electrified, though there is power shortage.
✓ This region is well connected by rail and road.
✓ Many villages are adequately provided with protected water supply but there is a lack of efficient disposal system.

Table 4.2 Amount spent for CSR activities by Ultratech Cement Company.

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Profit (In Crore)</th>
<th>Amount spent for CSR activities (In Crore)</th>
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<tr>
<td>2011-12</td>
<td>2466</td>
<td>50.32</td>
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<td>2012-13</td>
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</tr>
<tr>
<td>2015-16</td>
<td>2370</td>
<td>50.89</td>
</tr>
</tbody>
</table>

Source: Annual Reports of the Company

Chart 4.2 Amount spent for CSR activities by Ultratech Cement Company.
4.4.3. Corporate Social Responsibility Activities of Vasavadatta (Kesoram) Cement, Sedam.

4.4.3.1. Introduction

The Family of the Birla Group of Companies has been founded by Syt. G. D. Birla, the legendary person of Indian History and business, a committed person to the cause of swadeshi movement, a close associate of Mahatma Gandhi, and a leading philanthropist. This is continued by his worthy son Syt. B. K. Birla.

Syt. B. K. Birla is the Chairman of B. K. Birla Group of Companies of which Vasavadatta Cement is a unit of KESORAM INDUSTRIES. It is the 2nd Green Field Project of Kesoram Industries Ltd., located in district of Kalaburagi, 3 Kms. away from the Sedam Town. First Unit was conceived in the year 1983-84 and commercial production started in the year 1986. The second line was commissioned in 1997 having latest state of the art technologies comparable to the best cement Plant in the World. Within a short span of commissioning, the expansion unit achieved more than 100% capacity utilization. Capacities of the plant are 0.5 and 0.7 MTPA respectively.

4.4.3.2. Corporate Social Responsibility activities

CSR activities taken by the company are as follows.

4.4.3.2. i. Environmental Aspects

Environmental improvements has been a continuing with Vasavadatta cement, a mission distinguished by a holistic approach to and a calibrated emphasis on the operational and the technological aspect, apart from material conservation and ecological balance.
The main measurement which are taken by the company for improvement of environmental care as follows:

4.4.3.2.i.a. Technological Measures

- Use of waste oil as kiln face:

  Waste Oil is among known waste derived fuels used in cement industry. The other ones being used tyros, rubber, paper, paper waste, waste wood, paper sludge, sewage. Besides being a sound waste management in itself this reduces the consumption of non-renewable fossil fuels, such as coal and C02 evaluation from the burning of coal.

4.4.3.2.i.b. Operational Measures

- Fugitive dust suppression

  Where the fugitive dust of material being conveyed creates fire hazards, toxic effects or nuisance in the proximity, provision of proper blinker floors and near sugar bins have permits wetting. Spraying of water effectively suppresses the dust.

- Stock Emission control:

  The company analyzers provided at the inlet and 2nd stage preheated outlet guide the personnel operating the kiln in ensuring complete combustions. The maximum predicated levels of nox and So2 stack emission are 620 mg/Nm³ respectively.

- Noise abatement:
Noise levels are regularly monitored. Noise generating sources have been isolated by housing them in enclosures. Whenever entry is necessitated in such areas ear plugs/muffs are used.

4.4.3.2.i. c. Material conservation measures

- **Oils**

  Electrostatic oil cleaner has been procured for oil cleaning and prolonging oil life. For cement mill gear boxes high performance gear oil is used which is based on mox. Active technology of 30000 working hours against the normal life of 50000 hours oil removed from vital gear boxes. After the specified number of hours will be used in smaller gear boxes oil is periodically tested to know its conditions for replacement.

- **Fly Ash**

  The plant consumes the entire fly ash and under ash at its captive thermal power plant in the production of OPD and PPD additionally ash is being procured from the nearby Raichur Thermal power Station.

4.4.3.2. i. d. **Water**

  Coal based thermal power plant has its own water circuit. The waste water from which is used for dust suppression in the ash handling system and for spraying on roads. As further water conservation measure efficient from the sewage treatment plant (STP) is used on land for irrigation.
4.4.3.2. i.e. Sewage treatment plants

The plant power along with the road network and the plants surrounding are maintained neat, tidy and white washing done regularly to keep off cobwebs and other insects, as also prevent the growth of grass in the sludge drying beds.

4.4.3.2. i.f. Afforestation

Planting an opportunity number of the right special of trees and tending them properly thereafter has been adopted by the industry as an integral part of its ecological preservation endeavor. During the celebration of world environment day the company planted 100 trees at power plant Vasavadatta Cement Sedam.

4.4.3.2.ii. Education and capacity building

Under the educational aspects of CSR activities the company established Vasavadatta Training Centre on 01.11.2004, Main Ambition of Training Centre is to Develop Surrounding Village Youths and to make them self employed and supporting them to stand on their own feet in society.

Vocation Training Centre was started with Two Trades (Vocational Courses) for youths, like Diesel Mechanical and Electrical Motor Rewinding courses. In the year 2005 started Tailoring trade (Cloth Cutting and Stitching) course for poor girls.

Vocational Training Centre was started in the year 2010. One more trade that is Computer Course for Youths(Boys & Girls) for Basic Knowledge of computers, it was limited for only 15 students in one batch.
Vasavadatta Vocational Training Centre was completed its 13 years successfully, with 622 students, after completion of their course the centre is providing certificates along with stipend of Rs. 150/- per month and for tailoring girls the company providing tailoring machines along with Rs. 100/- stipend after completing their course.

In this training Centre students are getting practical training facilities especially for diesel mechanical and electrical motor rewinding students in vasavadatta cement company for their better knowledge. For tailoring students training centre has provided 10 stitching machines, one over lock machine. One plot lock machine and embroiling machine for girls to learn more and more practical things.

![Students in class room.](image)

**Figure 4.9 Students in class room.**

Source: Annual Reports.
Apart from the above training programmes the company had given training to 30 literacy volunteers at vocational training centre. The company arranged one training programme for 65 farmers of surrounding villagers of Vasavadatta Cement. At Horticulture office, in company premises soil testing camp was organized. In this camp more 75 farmers were participated and brought different types of soil from surrounding villages. The company given training programme on water saving and electricity awareness training program for surrounding villagers.

Figure 4.10 Students are attended merit scholarship programme.

Source: Annual Reports.

Figure 4.11 Literacy training programme

Source: Annual Reports
4.4.3.2.iii. Capacity Building

Under capacity building programme the company is running Tailoring training to nearby villagers. During the training company has provided 10 Stitching Machines, One Over Lock machine. One Plot Lock Machine and Embroidery Machine for girls to learn more and more practical things along with Rs. 100/- Stipend after completing their course.

Figure 4.12 Tailoring training

Source: Annual reports

4.4.3.2. iv. Health care

“Health is Wealth”

The company conducted the health camps at various places as follows:

In Government Hospital Sedam the company conducted Intraocular Lens (IOL) eye testing camp. In this camp more than 285 people were get benefitted and out of 285 patients 37 patients were selected for IOL operation, after operation distributed free eye glasses and medicines to operated patients.
Figure 4.13 Eye checking at Government Hospital, Sedam

Source: Annual reports

Figure 4.14 Distribution of medicines after eye checking at Govt. Hospital, Sedam.

Source: Annual reports
In Occupational Health Centre, Vasavadatta Cement Company, Sedam, Mega free Eye Checking Camp was organized. 395 patients were availed the facility of computerized Eye testing.

![Figure 4.15 Blood donation camp](image)

Source: Annual reports

Blood donation camp conducted on the occasion of World Blood Donor day celebration. The company conducted Dental Checkup Camp at Government School Basavanagar, Sedam. In this camp 207 children and town people availed the benefit. This Camp conducted with the help of Al-Badar Dental College, Kalaburagi team.

![Figure 4.16 Dental check up.](image)

Source: Annual reports
General Health checkup Camp was organized for Kachur and Heddalli Villagers, in these camp more than 250 beneficiaries were benefitted from health camp.

![General health check up camp](image1)

**Figure 4.17 General health check up camp**

Source: Annual reports

Animal Treatment Camp was conducted at Kontanpalli, Satpathalli & Hanmanhalli. More than 1150 Animals were treated in the camp, after treatment distributed free medicine.

![Animal treatment camps](image2)

**Figure 4.18 Animal treatment camps**

Source: Annual reports
4.4.3.2. v. Peripheral Development aspects

Under this project the company donated the steel plates and tumblers at Government Primary School, Injepalli Village under mid day meals scheme.

Company distributed Indoor and Outdoor Sports materials to Government Girls High School, Sedam and Government Primary School, Huda village.

The company has laid the CC road from Bus Stand to Railway Station, Sedam around 2 Kms. And made installed street lights. It constructed the drainages under peripheral scheme of CSR activity.
Table 4.3 Amount spent for CSR activities by Vasavadatta Cement Company.

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Loss (In Crore)</th>
<th>Amount spent for CSR activities (In Crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>379.74</td>
<td>0.25</td>
</tr>
<tr>
<td>2012-13</td>
<td>329.23</td>
<td>0.25</td>
</tr>
<tr>
<td>2013-14</td>
<td>515.55</td>
<td>0.25</td>
</tr>
<tr>
<td>2014-15</td>
<td>366.68</td>
<td>0.25</td>
</tr>
<tr>
<td>2015-16</td>
<td>133.22 Profit</td>
<td>0.25</td>
</tr>
</tbody>
</table>

Source: Annual Reports of the Company

**Note:** Prescribed CSR Expenditure (2% of the amount as in item 5 above): It is evident from the above that the Company has made losses during the financial years 2011-12, 2012-13, 2013-14 and 2014-15 and earned profit in the 2015-16. And the average net profit for the last five financial years is negative. In view of the above, no CSR expenditure during the Financial Years 2014-15, 2015-16 is mandated. But company had spent certain money on CSR activities. In the year 2015-16 it was spent an amount of Rs. 25,71,000/- for running training centers and other CSR activity. ³

Chart 4.3 Amount spent for CSR activities by Vasavadatta Cement Company.

4.4.4. CSR Activities of Chettinad Cement Corporation Ltd. Kallur, Chincholi Taluka, Kalaburagi District

M/s. Chettinad Cement Corporation Limited, Kallur works established its cement plant in 177.28 Ha with captive mines in 422.94 The Corporation started its operations since March 2012.

4.4.4.1. Environmental Care

The Environment Category data covers a company’s interactions with the environment at large, including use of natural resources, and company’s impact on Earth’s ecosystems. The Category evaluates corporate environmental performance, compliance with environmental regulations, mitigation of environmental footprint, leadership in addressing climate change through appropriate policies and strategies, energy-efficient operations, and the development of renewable energy and other alternative environmental technologies, disclosure of sources of environmental risk and liability and actions to minimize exposure conservation and efficiency programs, pollution prevention programs, demonstration of strategy toward sustainable development, integration of environment and the board, and programs to measure and engage stakeholders for environmental improvement.

During the preparation concept of equipment selection and financing layout itself, it has been taken at most care with latest art of Technology in view of Operational and performance parameters. 100% concreting of roads were formed before its commercial operations to minimize the fugitive emission and clean surroundings. It has initiated in developing the greenbelt from the day one of starting the ground work.

a) Waste Management in Offices

b) Segregation of Waste Collection
Separate waste collection bins were installed for recycled material and waste materials. The recycled material, paper waste, e-waste etc. are recycled with authorized recyclers. Carbon papers shall be processed in the Kiln. The sanitary waste water is treated in STP and used for green belt in the plant.

4.4.4.2. Education

Under education the following activities are undertaken.
1. Provided Dual Desks, educational kits, Sports items, plates and glasses for mid-day schools of Anwar and Miriyan panchayats.
2. Painting of government school building Sangam – K.
3. Salaries to teacher at Kallur, Sangam K and Baktham Palli Villages
4. Merit Scholarships for students at Miriayn and Anwar Panchayat.
6. Dual cots and geysers to Gowtam Grameena Swayam Seava Smasthe, NGO Chandapur
7. Construction of Toilets for Staff and students in Government High School at Bhaktampalli and Kallur village.
9. Construction of parapet wall and Toilet at Bhaktampalli Government School, and toilet blocks in Government School of Samangam K.
10. Laid polished Tandur stone, parapet wall and side paradah wall for Government School at Anwar village.
11. Donation to KSLTA, Gulbaraga.
12. Laid polished Tandur stone, constructed parapet wall and side paradah wall for Government school at Anwar village.
13. Construction of Government School gate at Sangam K.
14. Donation to Anjana Deal and Dumb Girls Residences School, Kalaburagi.
4.4.4.3. Health

The following health care activities have been undertaken under the CSR project.

1. Conducted Medical check up camps at Bhaktampalli, Sangam K. and Kallur.
2. Financial assistance to District Government Hospital, Kalaburagi.
3. Financial assistance to Primary Health Centre, Sulephet
4. Provided Ambulance for Kallur and Bhaktampalli villages

4.4.4.4. Infrastructure

Under the project of Corporate Social Responsibiltiy the company has undertaken certain infrastructure activities.

1. Borewell with storages tanks, Pipeline at Bhaktampalli village.
2. Borewell for Anwar panchayat.
3. Pump set to existing bore well and construction of storage tanks ant
Miriyan Panchayat.

4. Pump set to existing bore wells and construction of storage tanks at Byrampalli.
5. Borewell and fencing to dairy farm at Nidugunda Village.
6. Borewell and storage tanks to Kallur and Sangam – K villages.
8. Laying of pipeline and Borewell at Miryan village.
11. Road is laid at Bhaktampalli “X” to Sangam K. Village.
12. Road work at Bhaktampalli cross to M ullamari Bridge.
13. Road repairs from Bhaktampalli bridge to Mothakapalli village.
15. Road repairs from Bhaktampalli bridge to Mothakpalli village and Ramtirth road.
16. Constructed the Causeway Culvert at Bhaktampalli village.
17. Constructed the approach road from Yellamma temple to Sangam-K border.
18. Filling of Pot holes from Kunchavaram cross to Khumba gate.
20. Construction of Parapet wall at Kallur Mosque including all material at Kallur village.
21. Construction of CC Road at Government Hospital, Chandapur (200 mtrs).
22. Provided street lights at Bhaktampalli, Kallur and Sangam-K villages.
23. Donation to Vishwa Bharathi Education society, Orphanage at Kallur, Chincholi Tq.
24. Fogging operations with mosquito repellent equipments.

Figure 4.21. Bore well drinking water in Kallur Village.

Source: Annual Report

Table 4.4 Amount spent for CSR activities by Chettinad Cement Corporation.

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Profit (in Crores)</th>
<th>Amount spent for CSR activities (In Crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>20.33</td>
<td>0.42</td>
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<tr>
<td>2012-13</td>
<td>184.24</td>
<td>3.76</td>
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<tr>
<td>2013-14</td>
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<tr>
<td>2014-15</td>
<td>103.92</td>
<td>2.12</td>
</tr>
<tr>
<td>2015-16</td>
<td>433.53</td>
<td>8.85</td>
</tr>
</tbody>
</table>

Source: Annual Reports
Chart 4.4 Amount spent for CSR activities by Chettinad Cement Corporation.
4.5. References:

1. Annual reports of ACC, Wadi.
5. Annual Reports of Vasavadatta Cement Company, Sedam.
7. Annual Reports of Chettinad Cement Corporation, Kallur (K).