Chapter 6
Findings, Suggestions and Conclusion

This chapter deals with findings of the study, suggestions based on the results of the study, conclusion and scope for further research.

6.1. Introduction

The present study is based on both primary and secondary data. The secondary data is collected from all four selected cement companies for analyzing and interpreting. Primary data about the perceptions of the beneficiaries of CSR activities is collected.

6.2. Findings

All the select cement companies have carried out CSR activities for the benefit of residents residing in nearby localities. However, there is a little bit variation in the nature of CSR activities undertaken by select companies. In the year 2011-12 Chettinad Cement Corporation has not undertaken any CSR initiatives, as it was a new establishment. After passing Companies Act 2013 CSR activities have increased in all select units. During the study period it is came to know that all companies are more social responsible, except Chettinad Cement Corporation all selected companies are performing all CSR activities through the companies own CSR office.

- Results of the study indicate that, companies are concentrating more on organizing social welfare activities rather than CSR activities.
- It is found from the study that the companies are actively involved in CSR activities get automatically recognition from the public and advertisement spending can be reduced.
- It is observed that majority of the respondents opinioned that budget must be allocated by corporate entities for CSR activities. It is found that less
respondents of Vasavadatta Cement Company are satisfied about the budget allocated to CSR activities.

- It can be witnessed from the study that there is significant difference among the respondents of different companies about geographical area of CSR activities.
- It is found that majority of the respondents are agreed with the nature of the CSR activities. There is no significant difference in the opinion of the respondents belong to various companies.
- It is found that annual reports and newspapers are the important means for popularizing CSR activities. There is no much difference in the opinion of the respondents by company.
- From the study it is observed that there is lack of standardized CSR reporting method. Still the companies which are reporting are also not following a uniform procedure. They are following their own method.
- It is come to know that all the CSR activities are undertaken efficiently as the CSR office employees spend more time in rural areas in the evening time. The results show that more than 60 percent respondents are satisfied with the working nature of the CSR office employees.
- An effort is done to quantify the significant differences among the known components of CSR by testing the hypothesis. The result shows that there is a significant difference in the Chi square value of different components of CSR expressed by the different companies. The differences are highly significant. The chi square $\chi^2$ value was calculated to estimate the difference among the companies.
- It is found that the companies are not paying properly local gram panchayat tax.
6.2.i. Environmental Care

- It is noticed that majority of the respondents are satisfied with the pollution control measures. Company wise analysis indicates that Chettinad Cement Corporation has undertaken a good initiative for controlling the pollution. Less number of respondents of Vasavadatta Cement Company is satisfied with the pollution control measures.

- The study reveals that majority of the respondents are satisfied with the Solid Waste Management. There is a difference in the opinion of the respondents of different companies. The level of satisfaction is very high among the respondents of Ultratech and Chettinad companies.

- It is noticed from the study that majority of the respondents are satisfied with the developing green belt. There is a difference in the opinion of the respondent by companies. The mean score value of the statement is 0.28 which shows that level of satisfaction is low about the green belt development.

- The survey results reveals that the level of the satisfaction is very high among the respondent of Chettinad and Ultratech companies about the cautious consumption of the energy.

- Company wise analysis of rain water harvesting initiative witnessed that ACC and Chettinad Companies have undertaken very good initiative. Less number of respondents of Vasavadatta Cement Company is satisfied with the rain water harvesting system.

- It is observed that company wise analysis reveals that Chettinad Cement Corporation has undertaken very good initiatives for safety and environment. Less number of respondents of ACC cement works Wadi are satisfied with the safety and environment.
It can be witnessed from the field study results that the majority of the respondents have agreed about growing trees to improve greenery, water levels and general environment.

Company wise analysis reveals that Chettinad Cement Corporation has undertaken very good initiative about the overall environmental care responsibility. Less number of the respondents of Vasavadatta Cement Company are satisfied with the overall environmental care.

The results show that all the companies have given more focus to protect the environment by planting the more plants under the scheme of developing the green belt.

The results show that all the companies are given more concentration to distribution of energy, rain water harvesting, Safety and environment initiatives.

The Companies have given more attention to water conservation and recycling activities, controlling air pollution by adopting the new modern technology for reducing the carbon die oxide.

6.2.ii. Education

The survey reveals that majority of the respondents are satisfied with the activity of educational support to primary and secondary education. Company wise analysis indicates that Chettinad Cement Corporation has taken very good initiatives. Very few of respondents of Ultratech Cement Company are satisfied with the educational support to primary and secondary education.

It is found that Ultratech and Chettinad Cement Companies have taken very good initiatives of providing scholarship to students. Few respondents of Vasavadatta and ACC cement companies are satisfied with the initiative scholarship to students.
- It is noticed in the study that ACC Company has undertaken very good initiatives of providing school uniforms to students. Less number of respondents of Ultratech Cement Company are satisfied with providing school uniforms to students.

- It is observed from the study that ACC and Chettinad Cement Companies have undertaken very good step for providing infrastructure to schools and colleges. Very few respondents of Vasavadatta and ACC companies have satisfied with the providing infrastructure to schools and colleges.

- It is witnessed from the study that Chettinad and ACC companies have undertaken very good schemes of providing training to students about computer literacy. Less number of respondents of Vasavadatta and Ultratech Cement Companies have satisfied with the providing training to students about compute literacy.

- It is witnessed from the study that Chettinad and Ultratech companies have undertaken very good schemes of constructing hostel buildings to students. Less number of respondents of Vasavadatta and ACC are satisfied with the hostel building to students.

- It can be observed from the study that Ultratech and Chettinad Cement Companies have undertaken very good initiatives for funding / constructing Special School Building to physically challenged persons. Less number of respondents of Vasavadatta and ACC Companies are satisfied with the construction of special school building to physically challenged persons.

- It can be witnessed from the study that Chettinad Cement Corporation has undertaken very good initiative for overall education facilities to students. Less number of respondents of Vasavadatta and ACC
companies have satisfied with the overall education facilities to the students.

- The results show that all selected firms have given more attention to support the children in the form giving scholarships to encourage talent.
- All the companies have given clothes, stationery etc., to Government School children.
- The companies have imparted training on tailoring, embroidery, computer literacy, electricians and making the plastic and paper toys etc.

6.2.iii. Health Care and Family Welfare CSR activities

- From the study it is found that Ultratech Cement Company has taken very good initiative of conducting health checkup camps. Less number of respondents are satisfied with the conducting the health checkup camps.
- It is noticed that Chettinad Cement Company has taken very good initiative of supplying purified drinking water. Less number of respondents of Vasavadatta Cement Company are satisfied with the supplying purified drinking water.
- The study reveals that Chettinad Cement Corporation has taken very good of funding for construction of hospital buildings.
- It is noticed from the study that majority of the respondents are satisfied with blood bank facility. The company wise analysis indicates that Ultratech Cement Company has taken very good scheme of providing blood banks.
- Chettinad Cement company has taken very good initiatives for providing mobile clinics to public.
Chettinad Cement Corporation has taken good initiative of supporting and associating to special hospitals such as cancer hospitals, TB hospitals etc.

It is found that the satisfactory level of respondents is more in Chettinad Cement Company about safety and quality measures. Less number of respondents of Vasavadatta Cement Company are satisfied with the safety and quality measures.

The study reveals that Chettinad Cement Corporation has taken very good initiative of community participation in planning CSR activities.

It is noticed from the study that Ultratech Cement Company has undertaken very good initiatives towards the Community Welfare Centres.

The result also reveals that the companies have conducted certain health checkup camps such as eye checkup, blood donations camps etc.

All the companies are having the primary health centers in factory premises but they are not having in adopted villages.

It can witnessed from the study that ACC Company providing AIDS awareness programme and also it is giving treatment to AIDS affected people through its own hospital in Wadi.

6.2. iv. Social Reforms and Community Welfare

It is observed from the study that Chettinad Cement Company has taken good initiatives for construction of multipurpose halls.

It is witnessed from the study that Ultratech Cement Company has taken good initiatives for the improvement of technologies.

It can be observed from the study that Vasavadatta and Chettinad Cement Companies have taken good initiative of placement linked trainings.
- It can be witnessed from the study that Chettinad Cement Corporation has undertaken good initiative about the socio-cultural development activity nearby company area.

- It can be observed from the study that Chettinad Cement Corporation has undertaken very good initiative of encouragement of self-employment by giving important support to beneficiaries.

- It can be witnessed from the study that Chettinad Cement Company has undertaken good initiative of encouragement and sponsoring sports events. Less number of respondents of ACC Cement Company are satisfied with the encouragement and sponsoring sports events.

- From the study it is found that Chettinad Cement Corporation has undertaken very good initiative for imparting training programme to men and women.

- It is noticed that Chettinad Cement Corporation has undertaken very good initiative towards the positive difference in the society due to CSR activities.

- It is observed that Chettinad Cement Corporation has involved community in planning CSR activities. Very less number of respondents of Vasavadatta Cement Company are satisfied with the community involvement in decision making.

- The study reveals that Ultratech Cement Company has taken good initiative of village adoption.

- It is noticed from the study that Chettinad Cement Corporation has undertaken good initiative of overall social reforms and community welfare.

- The results show that all the companies have adopted nearby villages for improving the social condition of the beneficiaries.
All the four companies have given more support to conduct the rural sports among all adopted villages people like conducting Kabbaddi, Volleyball etc.

From the study it was observed that only one company i.e., ACC Cement Works provided housing facility to beneficiaries.

6.2.v. Infrastructure development

The survey reveals that Chettinad Cement Corporation has undertaken good initiative of road construction.

It is found in the study that Ultratech cement Company has under taken good initiative of construction of water tanks. Less number of respondents ACC cement Company are satisfied with water tank construction.

It is noticed from the study that ACC Cement Company has under taken good initiative of construction of bridges. Less number of respondents of Vasavadatta Cement Company are satisfied with the bridge construction.

It is observed from the study that Chettinad Cement Corporation has undertaken very good initiative of drainage construction. Less number of respondents of Vasavadatta Cement Company are satisfied with the construction of drainages.

It is witnessed from the study that ACC has under taken very good initiatives for construction of houses. Less number of respondents of Ultratech Cement Company are satisfied with the construction of houses.

Companies provided infrastructures like furniture, sports material to schools and colleges.
6.2.vi. Special Focus on Scheduled Casts and Scheduled Tribes under CSR activities

- It is witnessed from the study that Ultratech Cement Company has undertaken good initiative of construction of function halls to perform social functions in tribal areas. Less number of respondents of Vasavadatta Cement Company are satisfied with the construction of function halls for social functions.

- It can be observed from the study that Chettinad Cement Corporation has undertaken good initiative of water supply scheme in tribal areas. Less number respondents of Vasavadatta Cement Company are satisfied with water supply scheme.

- It can be witnessed from the study that respondents of Chettinad Cement Corporation are happy about skill development training to tribal youth.

- Peripheral development activity is another important social activity of all companies for supplying purified water facility, electricity and repairing the roads.

6.3. Suggestions

CSR is not just convenient community dealings instrument, it is an imperative model for subsequent in the contemporary business world. From an observer’s standpoint, company’s ability to practice social responsibility can be the difference between a potential client choosing a company or choosing its competitor. Effective corporate social responsibility can improve the companies operations; boost the morale of the company’s surrounding people and stay competitive with the corporate peers. From sustainability to community support and more, here research tries to give certain suggestion for improving the company’s CSR practices. “The information Age” is more than an scholastic moniker. It’s an exact appraisal of the status of today’s universe. When an
individual is competent of diffusion information about the company and its practices to the entire internet, there is no hope that hiding the company operation for very long. Instead of trying to obfuscate the information embrace social responsibility aggressively and openly transparent. This make the company to earn the trust that only comes by encouraging the company to adopt best practices to begin with that transparency sends a message to the world that put a high value on social responsibilities and are not afraid to say so. Based on the filed study following suggestion are come out.

- It is better to follow the quote of ‘giving something back to the community’ is a most important and major motivating force in determining CSR activities.

- The outcome of the current study evidently bought out the reality that the companies have not given importance to employ the local people. So the companies should give much more importance to employ the local people.

- It is suggested to develop and follow the uniform procedure for reporting of CSR initiatives and outcomes.

- It is recommended to provide housing facility to poor people in rural areas by all the companies.

- All the companies have pay tax to the gram panchayat for improving the villages.

- Funding the NGOs will enable to channel money to the beneficiaries efficiently.

- It is better to provide free medical treatment to BPL people.

- The companies should not leave dirty water to rivers without purification.

- The companies should maintain cleanliness in adopted villages.
✓ The company should open the primary health centres in all nearby villages.

✓ The companies should provide mobile clinic facility daily.

✓ The company should provide health precaution materials like mosquito nets to the villagers.

✓ The company should try to change the education system in adopted villages.

✓ Company should protect the natural resources.

✓ The company should concentrate on “sarva shikhana abhiyana” for enrolling the children in schools.

✓ The company should provide better infrastructure facility to employees.

✓ The company should prevent the hazards from the industry.

✓ All the companies should provide free education to all the adopted villages’ children in company premises.

✓ The company should concentrate on improvement for social reforms in adopted areas.

✓ The companies should provide hostel facility to children.

✓ The company should improve the green belt in outside the company premises also.

✓ The company should provide the computer literacy training facility to all high school students.

✓ It is recommended to Government to conduct training programmes to CSR office staff for proper implementing of CSR activities.

✓ It is advised to Vasavadatta Cement Company to make proper allocation of funds CSR activities.
✓ It is recommended to Vasavadatta Cement Company to take initiatives for controlling the pollution by planting the more trees all road sides and in all places around the company area.

✓ The level of satisfaction on Solid Waste Management is very low in ACC and Vasavadatta Cement Companies. It is advised to these companies that to take more care on managing the solid wastes.

✓ It is recommended to all companies to develop the green belt by planting more trees in the adopted area.

✓ It is advised to Vasavadatta Cement Company to take care of rain water harvesting. Because saving water is very essential.

✓ Less number of respondents of Vasavadatta and ACC Wadi are satisfied with the safety and environment that’s why it is advised to these two companies to take care of safety and environment.

✓ It is advised to Vasavadatta Cement Company to take certain measures for improving the environmental care.

✓ It is recommended to Ultratech Cement Company to support the primary and secondary schools to improve the quality of education in rural areas.

✓ It is advised to Vasavadatta and ACC Cement Companies to provide scholarship to students which will be helpful for rural poor students to get higher education.

✓ It is recommended to ACC, Vasavadatta and Chettinad Companies to take good initiatives for providing school uniforms to rural poor students.

✓ It is advised to Vasavadatta and ACC cement companies to take certain steps for providing the infrastructure to schools and colleges which will helpful for rural students to improve their educational qualities.
✓ It is advised to ACC and Vasavadatta Cement Companies to take certain measures to funding / constructing the hostel building to students which is helpful to rural poor students for study.

✓ It is advised to ACC and Vasavadatta Cement Companies to providing special school building to physically challenged persons.

✓ It is advised to Vasavadatta and ACC Cement Companies to provide the educational facilities to the rural schools for improving their good quality of infrastructure and providing good quality of education to rural students for becoming a good citizen.

✓ It is recommended to Chettinad and Vasavadatta Cement Companies to take keen interest to conduct the health check up camps.

✓ It is observed that less number of the respondents of Vasavadatta Cement Company are satisfied with the supplying drinking water. So it is advised to take certain measures to supplying the purified drinking water to local people because health is wealth.

✓ It is advised to Vasavadatta Cement Company for providing the hospital building.

✓ It is recommended to ACC Cement Company to take more care about the providing the blood banks.

✓ It is advised to Vasavadatta Cement Company to provide the mobile clinics.

✓ It is recommended to ACC and Ultratech Cement Companies to give support and associate to special hospitals.

✓ It is advised to Vasavadatta Cement Company to interact with people about the CSR activities.

✓ It is advised to Vasavadatta Cement Company to take initiatives to provide Community Welfare Centres.
✓ It is advised to all companies for constructing multipurpose Halls in the adopted villages i.e., in local areas.

✓ It is advised to ACC and Chettinad Cement Companies to arrange the placement linked trainings to local people which help them to face the interviews in any other organizations.

✓ It is recommended to Vasavadatta Cement Company to encourage the self-employment by giving important support to beneficiaries.

✓ It is advised to ACC and Vasavadatta Cement Companies to give encouragement and sponsoring sports events in rural areas for improving the fitness of the rural people.

✓ It is recommended to Vasavadatta and ACC Cement Companies to impart the training programme to men and women.

✓ It is recommended to all companies to give chance community involvement in decision making for social reforms.

✓ It is advised to Vasavadatta and ACC Cement Companies to adopt the village for development.

✓ It is advised to Vasavadatta Cement Company to take overall social reforms and community welfare.

✓ It is recommend to Ultratech Cement Company to construct the road in local areas.

✓ It is advised to ACC and Vasavadatta Cement Companies to construct water tanks for supplying purified drinking water in the local areas.

✓ It is recommended to Vasavadatta and ACC Cement Companies to construct the drainages in local areas road side because it is very important to protect the environment. And also it controls the pollution.
✓ It is advised to all except ACC Cement Company that it is better to provide shelter to local area people for living. The companies are to be provide construction of housing facility.

✓ It is advised to UltraTech, Vasavadatta and Chettinad Cement Companies to conduct the HIV/AIDS awareness programme among the village people and open the hospital for HIV affected people in local areas.

✓ It is advised to Vasavadatta Cement Company to take interest to construct the functions halls in tribal areas.

✓ Respondents opine that the government has to impart training for the CSR staff for proper implementation of CSR activities.

6.4. Conclusion

The present study has been conducted to describe the corporate social responsibility in select cement industries in Kalaburagi district of Karnataka. Continued existence of any company or industry is based on their activities of sale of goods and services to the subjects in the society. Hence, the payback of development in company / industry shall inevitably reach all sectors of the population in the society. Otherwise the class of people who were suffering from inequity would hate the very existence of such company. So CSR should mean sharing the prosperity with the entire community or society at large. The select cement companies have undertaken several CSR activities the nearby villages adopted. Annual spending on CSR activities increasing year on year. The study findings reveal that majority of the residents are happy about the CSR activities undertaken by the select companies. However, they are of the opinion that more precautions to be taken for damaging the ecological balance. Apart from health, education, infrastructure lot of initiatives are to be taken for the overall development of the villages adopted.
6.5. Scope for further Research

Review of literature reveals that relatively less research work is undertaken on CSR from various outlooks. The present research has attempted to describe the relevance of CSR activities undertaken by selected cement companies in Kalaburagi district. There is a still lot of scope for the further research. Few of the main areas identified for further research are as follows:

- Further study could be more focused on the financial aspect of CSR in Cement companies of the Kalaburagi district.
- This study is only on particular selected companies of Kalaburagi district hence the scope of the detailed investigation could be a larger scale because CSR activities are not fixed to a particular concept and approaches.
- Social Impact/Consequences of Business
- Corporate Social Responsibility Reporting.
- This study is only considered four companies particularly cement companies other cement companies facing more CSR issues, hence there is separate study is needed.