APPENDICES
APPENDIX – I

INTERVIEW SCHEDULE AND QUESTIONNAIRE
A. INTERVIEW SCHEDULE - VICTIMS

PERSONAL PROFILE

1. Name ______________________

2. Age
   □ Below 40 □ 51 - 60 □ Above 70
   □ 41 – 50 □ 61 – 70

3. Sex
   □ Male □ Female

4. Place of Residence _________________________________

5. Years of Residence
   □ Below 30 □ 41 - 50
   □ 31 - 40 □ 51 – 60

REACH OF SERVICES

1. Who provided the services after tsunami?
   Public □ Government □ NGOs □ Companies □ All the above □

2. What loss have you incurred in Tsunami?
   Family member □ Movable Properties □ House □ All the above □

3. Have you been provided with movable properties/ house after the loss?
   Yes □ No □

4. What were the measures provided to you?

<table>
<thead>
<tr>
<th>Relief Measures</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Temporary Shelters</td>
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<tr>
<td>Relief Kits</td>
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<tr>
<td>Relief Amount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rehabilitation Measures</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>House</td>
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<tr>
<td>Infrastructure</td>
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<tr>
<td>Fishing Nets</td>
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<tr>
<td>Boats / Trawlers</td>
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<tr>
<td>Employment</td>
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<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Counselling</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. Who was the major service provider to you?

<table>
<thead>
<tr>
<th>Company</th>
<th>NGO</th>
<th>Both</th>
<th></th>
</tr>
</thead>
</table>

6. (i) Could you identify the service providers during the relief operations?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

(ii) If yes, name them

______________________________

7. What is your opinion with respect to the relief and rehabilitation measures provided to you?

<table>
<thead>
<tr>
<th>Measures</th>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Temporary Shelters</td>
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<td></td>
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<tr>
<td>Relief Kits</td>
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<tr>
<td>Relief Amount</td>
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<td>Fishing Nets</td>
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<td>Boats / Trawlers</td>
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<td>Employment</td>
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<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8. What were the food items supplied to you?

- Rice
- Rice and Tiffin

9. If you were not satisfied with the food items supplied to you, kindly give the reason.

- Poor Quality
- Not given in time
- Against our eating habit
- Insufficient

10. If you were not satisfied with temporary shelters, kindly give the reason.

- Poor Quality
- Accommodated less number

11. What were your expectation regarding the relief kit and what were actually provided to you?

<table>
<thead>
<tr>
<th>Items</th>
<th>Expected</th>
<th>Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Kitchen Equipments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utensils</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Groceries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medicines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blankets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dress Materials</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. If the relief kits were not satisfactory, kindly give the reason

- More than necessity
- Poor Quality
- Not provided essentials
- Not as expected

13. How much relief amount did you receive?

- Below 20000
- 40001 - 60000
- 20001 - 40000
- Above 60000
14. If the relief amount was not satisfactory, kindly give the reason

- Less Amount
- Not yet paid fully

15. If the house constructed was not satisfactory, kindly give the reason

- Poor Quality
- Very Small

16. What were your expectation regarding the infrastructure and what were actually provided to you?

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Expected</th>
<th>Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>P C O</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Hall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balwadis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Centre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

17. If the infrastructural facilities were not satisfactory, kindly give the reason

- Too far from residence
- Irrelevant to our needs

18. If the fishing nets were not satisfactory, kindly give the reason

- Poor Quality
- Inadequate in number

19. If the boats / trawlers were not satisfactory, kindly give the reason

- More than necessity
- Only boats not nets
20. If the employment offered was not satisfactory, kindly give the reason

- Very less wage
- Unrelated to qualification
- Unrelated interest

21. If the education provided was not satisfactory, kindly give the reason

- Institutions are too far
- Temporary buildings
- Inadequate teachers
- Any other

22. Did the Company or NGO fail in fulfilling their promises?

- Yes
- No

23. How far are you satisfied with the overall services provided to you?

- Happy
- Unhappy
- Average

24. If you are unhappy, why?

- Not as expected
- Treated as cursed
- Forcible to accept
- Services, not full-fledged
B. QUESTIONNAIRE - COMPANIES

PROFILE OF THE COMPANY

6. Name ______________________

7. Year of Incorporation ______________________

8. Address ______________________

9. Products Manufactured/
   Services Offered ______________________

CSR PRACTICES

1. Is there any CSR policy in your Company?
   Yes ☐ No ☐

2. How much does the company spend for CSR activities every year?
   Up to 50000 ☐ 100001 – 150000 ☐ 300001 – 1000000 ☐
   50001 - 100000 ☐ 150001 - 300000 ☐

3. Kindly mention the CSR practices adopted by your company.
   __________________________________________________________
   __________________________________________________________

4. Does the company undergo social audit?
   Yes ☐ No ☐

5. Please give your opinion on social audit.
   Relevant ☐ Misguides ☐ Motivates ☐
   Monitors ☐ Cannot Audit ☐

ROLE OF COMPANIES IN TSUNAMI RELIEF

1. Was the company approached by the Government for relief operations?
   Yes ☐ No ☐
2. When was the first relief activity extended by the company during tsunami relief operations?

   Same Day  [ ]  Next Day  [ ]  Any other Day  [ ]

3. What were the geographical areas of your relief operations?

   _____________________________________________________

4. How did the company make the choice of the geographical areas of operations?

   Approach of Victim  [ ]  Own Choice  [ ]

   Specified by Government  [ ]

5. How did the company approach the affected community?

   Through NGOs  [ ]  Through Media  [ ]

   Through Government  [ ]  Direct  [ ]

6. If through NGOs, what was the reason for alliance?

   Reason  Yes  No

   To share expenses  [ ]  [ ]

   Easy access to public  [ ]  [ ]

   No idea of relief operations  [ ]  [ ]

7. What were the measures provided by the company during the relief operations?

   Relief Measures  Yes  No

   Food  [ ]  [ ]

   Temporary Shelters  [ ]  [ ]

   Relief Kits  [ ]  [ ]

   Relief Amount  [ ]  [ ]

   Rehabilitation Measures  Yes  No

   House  [ ]  [ ]

   Infrastructure  [ ]  [ ]

   Fishing Nets  [ ]  [ ]
8. Did the company receive donations for tsunami relief?

Yes □ No □

9. How did the affected community respond to the company during the relief operations?

Did not identify the Organisation □ Satisfied □
Did not bother about the service provider □ Dissatisfied □
Happily received □ Expected more □

10. How much amount was contributed by the company towards tsunami relief and rehabilitation measures?

Up to 5 Lakhs □ Above 10 Lakhs □
5 to 10 Lakhs □

11. Did the employees contribute monetarily towards the relief activities?

Yes □ No □

12. Did the employees join hands in execution of relief work?

Yes □ No □

13. On what basis did the company decide the amount to be contributed for tsunami relief?

CSR Policy decision □ Reputation □
Situational Requirement □

14. How far the company is prepared now to handle such disastrous situations in future?

Well prepared □ Difficult to say □
Prepared □ No idea □
C. QUESTIONNAIRE - NGOs

PROFILE OF THE NGO

10. Name  ______________________

11. Year of Formation  ______________________

12. Address  ______________________

13. Activities Undertaken  ______________________

ROLE OF NGOs IN TSUNAMI RELIEF

15. How did the organisation commence the relief operations?

Voluntarily  ☐  Approach of the Government  ☐

16. When was the first relief activity commenced by the organisation during tsunami relief operations?

Same Day  ☐  Next Day  ☐  Any other Day  ☐

17. What were the geographical areas of your relief operations?

___________________________________________________

18. How did the organisation make the choice of the geographical areas of operations?

Approach of Victim  ☐  Own Choice  ☐

Specified by Government  ☐

19. What were the services rendered by the organisation during the relief operations?

<table>
<thead>
<tr>
<th>Relief Measures</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Temporary Shelters</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Relief Kits</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Relief Amount</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Rehabilitation Measures</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-----</td>
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</tr>
<tr>
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<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Counselling</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

20. Did the organisation receive donations specifically for tsunami relief?

Yes                                           No

21. If yes, what were the sources?

______________________________________________

22. Did any company have alliance with the organisation in the relief operations?

Yes                                           No

23. If through companies, what was the reason for alliance?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>To share expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helping the Company</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existing bondage with company</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

24. How did the affected community respond to the organisation during the relief operations?

<table>
<thead>
<tr>
<th>Did not identify the Organisation</th>
<th>Satisfied</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not bother about the service provider</td>
<td>Dissatisfied</td>
<td></td>
</tr>
<tr>
<td>Happily received</td>
<td>Expected more</td>
<td></td>
</tr>
</tbody>
</table>
25. How much amount was contributed by the company towards tsunami relief and rehabilitation measures?

- Up to 1 Crore
- 1 to 5 Crores
- Above 5 Crores

26. Have you followed up the reach of the services rendered?

- Yes
- No

27. If yes, how far the services have reached the tsunami victims?

- Satisfactory
- Not as expected by victims
- Poor

28. How far the organisation is prepared now to handle such disastrous situations in future?

- Well prepared
- Prepared
- Difficult to say
- No idea
- No idea
APPENDIX – II

LIST OF VILLAGES, COMPANIES AND NGOs
A. LIST OF VILLAGES

1. KANAGACHETTIKULAM
2. PERIAKALAPET
3. CHINNAKALAPET
4. PANITHITTU
5. VEERAMPATTINAM
6. VAITHIKUPPAM
7. PUDUKUPPAM
8. PUDUPETTAI
9. DEVANAMPATTINAM
10. THAZHANGUDA
11. SONANKUPPAM
12. SINGARATHOPPU
13. CHINNOOR
14. M.G.R. THITTU
15. SAMIYARPETTAI
<table>
<thead>
<tr>
<th></th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ASIAN PAINTS LIMITED</td>
</tr>
<tr>
<td>2</td>
<td>AUROBINDO PHARMA LIMITED</td>
</tr>
<tr>
<td>3</td>
<td>CHEMFAB ALKALIS LIMITED</td>
</tr>
<tr>
<td>4</td>
<td>CHEMPLAST SANMAR LIMITED</td>
</tr>
<tr>
<td>5</td>
<td>CLARIANT CHEMICALS (INDIA) LIMITED</td>
</tr>
<tr>
<td>6</td>
<td>COASTAL PACKERS LIMITED</td>
</tr>
<tr>
<td>7</td>
<td>FCH CENTRUM DIRECT LIMITED</td>
</tr>
<tr>
<td>8</td>
<td>GENLITE ENGINEERING LIMITED</td>
</tr>
<tr>
<td>9</td>
<td>GODREJ SARALEE LIMITED</td>
</tr>
<tr>
<td>10</td>
<td>HCL INFOSYSTEM LIMITED</td>
</tr>
<tr>
<td>11</td>
<td>HINDUSTAN UNILEVER LIMITED</td>
</tr>
<tr>
<td>12</td>
<td>INTEGRA SOFTWARE SERVICES PRIVATE LIMITED</td>
</tr>
<tr>
<td>13</td>
<td>LOYAL SUPER FABRICS LIMITED</td>
</tr>
<tr>
<td>14</td>
<td>MARICO LIMITED</td>
</tr>
<tr>
<td>15</td>
<td>MORGAN INDUSTRIES LIMITED</td>
</tr>
<tr>
<td>16</td>
<td>MRF LIMITED</td>
</tr>
<tr>
<td>17</td>
<td>SHASUN CHEMICALS AND DRUGS LIMITED</td>
</tr>
<tr>
<td>18</td>
<td>SPI TECHNOLOGIES INDIA PRIVATE LIMITED</td>
</tr>
<tr>
<td>19</td>
<td>SUNDARAM FASTNERS LIMITED</td>
</tr>
<tr>
<td>20</td>
<td>SUZLON ENERGY LIMITED</td>
</tr>
<tr>
<td>21</td>
<td>TAGROS CHEMICALS (INDIA) LIMITED</td>
</tr>
<tr>
<td>22</td>
<td>TAMILNADU PIGMENTS LIMITED</td>
</tr>
<tr>
<td>23</td>
<td>TANFAC INDUSTRIES LIMITED</td>
</tr>
<tr>
<td>24</td>
<td>UAE EXCHANGE FINANCIAL SERVICES LIMITED</td>
</tr>
<tr>
<td>25</td>
<td>WHIRLPOOL INDIA LIMITED</td>
</tr>
</tbody>
</table>
C. LIST OF NGOs

1. ADVENTIST DEVELOPMENT AND RELIEF AGENCY (ADA)
2. AID INDIA
3. ARCOT LUTHERAN CHURCH (ALC)
4. BLESS
5. CASA
6. CENTRE FOR RURAL EDUCATION AND ECONOMIC DEVELOPMENT (CREED)
7. EVANGELICAL FELLOWSHIP OF INDIA COMMISSION ON RELIEF (EFICOR)
8. GRAM SEVAK SANGH (GSS)
9. INDIAN COUNCIL FOR CHILD WELFARE (ICCW)
10. ISHA FOUNDATION
11. LEPROSY MISSION
12. LIFE HELP CENTRE
13. LUTHERAN WORLD SERVICE (LWS)
14. MATA AMIRTHANANDA MAYEE MATH
15. PONDICHERRY MULTIPURPOSE SOCIAL SERVICE SOCIETY (PMSSS)
16. PROJECT HOPE
17. RAMAKRISHNA MATH
18. SALVATION ARMY
19. SAMARITANS HELPS OF INDIA
20. SOCIAL AWARENESS SOCIETY FOR YOUTH (SASY)
21. SOS CHILDREN VILLAGES OF INDIA
22. SUMANAHALLI
23. UNITED EVANGELICAL LUTHERAN CHURCHES OF INDIA (UELCI)
24. VOLUNTARIAT
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VOLUME 39  PART I  ISSUE NO. 9  12TH MAY, 2008
EMPOWERMENT OF THE SOCIETY BY CSR PRACTICES

—Dr. V. Balachandran & S. Gayathri

Introduction

Corporate governance is the system by which corporate entities are directed and controlled. It seeks accountability and transparency in the corporate sector and refers to a set of rules that are designed to govern the behaviour of corporate enterprises. It aims to redefine the business goals in such a manner that businesses become socially more relevant. The social approval to the existence of a corporate entity as a responsible corporate citizen arises from the public confidence and public confidence can be raised and maintained only with better corporate governance. Hence, fulfillment of CSR is a major target in corporate governance.

Objectives

The major objective of this research article is to present the significance of corporate social responsibility in social empowerment. For that, the
CSR activities of selected companies with special reference to the Tsunami relief measures have been gathered and presented.

Methodology

This research article is based on the secondary data gathered from various journals, newspapers, magazines and the web.

Development of the concept

The debate about CSR has been said to have begun in the early 20th century, amid growing concerns about large corporations and their power. Many large companies now issue a corporate social responsibility report along with their annual report. The CSR report concentrates on their non-financial societal activities.

The increased awareness of CSR has also come about very well as a result of the United Nations Millennium Development Goals, in which a major goal is the increased contribution of assistance from large organizations, especially Multi-National Corporations, to help alleviate poverty and hunger, and for businesses to be more aware of their impact on society. There is a lot of potential for CSR to help with development in poor countries, especially community-based initiatives.

In the UK, the term "corporate responsibility" is increasingly used instead of CSR, as a conscious move to expand the boundaries away from purely social or community issues to include broader areas of governance and environmental sustainability.

Definitions of CSR

There is no universally accepted definition of CSR. Selected definitions by CSR organizations and authors include:

"CSR is about how companies manage the business processes to produce an overall positive impact on society." Mallen Baker

"CSR is a company's commitment to operating in an economically, socially and environmentally sustainable manner whilst balancing the interests of diverse stakeholders." CSR Asia

"Corporate social responsibility is the commitment of functional businesses to contribute to sustainable economic development by working with employees, their families, the local community and society at large to improve their lives in ways that are good for business and for development." International Finance Corporation.

Social empowerment

Corporates have started redefining their roles in discharging their social responsibility towards community. They are developing business strategies in such a way that they are environmentally and socially responsible apart from gaining competitive advantage. Most large companies either have their own foundations or contribute to other
initiatives that directly support the community upliftment, especially in health, education and agriculture. Environmental policies and programmes are also adopted so as to safeguard the environment. Apart from that, work force, the major factor contributed by the society to the corporates is being taken as a long standing commitment and their training and safety are emphasized in order to maintain their well being.

In the recent International Summit on Corporate Social Responsibility conducted by the Ministry of corporate Affairs and ASSOCHAM in New Delhi, the Union Minister for Corporate Affairs Mr.P.C.Gupta stated that the time has come when the Corporate Sector has to discharge a larger responsibility towards the society by creating an environment inclusive of growth in the country.

Dr. A.P.J. Abdul Kalam, the former President of India, while inaugurating the summit stressed on some of the social issues in which Corporate houses can make an important contribution – adoption of schools particularly in rural areas, providing infrastructure for the schools in the form of clean drinking water, toilet facilities, transportation facilities for children coming from far away distances equipping the sport complexes and providing computing facilities for technology assisted learning.

While the companies have started placing their business ethics and behaviour to balance business growth and commercial success with a positive change in the stake holder community, it is time to bring about an attitudinal change in people about the concept of CSR as it has a paradigm shift from charity to a long term strategy. But it is still believed that there is a strong link between CSR and philanthropy. As said by Mr.Sajjan Jindal, President - elect of ASSOCHAM, the originally defined concept of CSR needs to be interpreted and dimensionalised in the broader conceptual frame work of how the Corporates embed their corporate values as a new strategic asset to build the basis for trust and co-operation within the wider stake holder community.

**Role of corporates in Tsunami relief**

The government of Pondicherry has presented a report of the damages caused by Tsunami on 26th December 2004 inclusive of the assistance given by Ministry of Defence and Coastal Guards.

**DAMAGES CAUSED BY TSUNAMI ON 26-12-2004**

Report in Respect of U.T. of Pondicherry as on 09-03-2005

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Description</th>
<th>Details/Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Total Casualties</td>
<td>599</td>
</tr>
<tr>
<td>2.</td>
<td>Bodies disposed off</td>
<td>599</td>
</tr>
<tr>
<td>3.</td>
<td>Bodies yet to be disposed</td>
<td>NIL</td>
</tr>
</tbody>
</table>
4. Report on missing boats & Fishermen

<table>
<thead>
<tr>
<th>Fishermen</th>
<th>31</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boats damaged:</td>
<td></td>
</tr>
<tr>
<td>(i) Mechanised Boats (Wooden Hull)</td>
<td>327</td>
</tr>
<tr>
<td>(ii) Mechanised Boats (FRP Hull)</td>
<td>99</td>
</tr>
<tr>
<td>(iii) FRP Catamaran with OBM</td>
<td>-1,333</td>
</tr>
<tr>
<td>(iv) Wooden Catamaran with OBM</td>
<td>-1,199</td>
</tr>
<tr>
<td>(v) Catamaran</td>
<td>-3,745</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6,703</strong></td>
</tr>
</tbody>
</table>

5. Number of relief camps opened

   C L O S E D

6. Power Position

   Restored

7. Position – Roads & Bridges

   (i) 2 mini bridges at Solai Nagar, Pondicherry were damaged.

   (ii) One damaged Arasalar bridge at Karaikal was restored by construction of Bailey bridge by Indian Army.

   (iii) Complete damages to the beach road to stretch of 2 Kms in Karaikal.

   (iv) Protection wall of the Arasalar river in Karaikal washed away.

   (v) Coastal road from the Arasalar Bank to Varichikudi of Karaikal to a stretch of 4.50 Kms was washed away, besides damages to 3 culverts on this road.

   (vi) 3 link roads between Karaikal town and beach to a sketch of 3.00 Kms was damaged.

7. Epidemics- if any reported & action taken

   NIL

8. Goods supplied

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Food Packets</td>
<td>6,38,100</td>
</tr>
<tr>
<td>(ii) Water Bottles</td>
<td>1,58,600</td>
</tr>
<tr>
<td>(iii) Blankets</td>
<td>26,571</td>
</tr>
<tr>
<td>(iv) Sarees with Blouse</td>
<td>29,142</td>
</tr>
<tr>
<td>(v) Dhoti</td>
<td>26,142</td>
</tr>
<tr>
<td>(vi) Towels</td>
<td>26,142</td>
</tr>
<tr>
<td>(vii) Rice</td>
<td>586 M.Ts.</td>
</tr>
<tr>
<td>(viii) Kerosene</td>
<td>93 KL</td>
</tr>
</tbody>
</table>
9. Any request from State Government for assistance is pending.

10. Assistance given by Ministry of Defence & Coastal Guards:
   (i) Construction of Bailey bridge at Karaikal was assisted by Defence.
   (ii) 4,000 Kgs. of tent materials were supplied by Defence.
   (iii) Coastal Guards carried out search for dead bodies along the coast of Karaikal Region.
   (iv) Medical Camps were carried out by Coastal Guards.

In such a drastic situation, besides the Government which handled the situation, some companies also came forward in relief measures.

To mention here as examples, Samsung established a relief camp at Pondicherry for distributing food, clothes, utensils and medicines. The firm also sponsored trucks which carried relief materials to Nagapattinam and Cuddalore. Also, a Demand Draft for Rs.75 Lakhs from The Hindu Relief Fund was presented to the Chief Minister of Pondicherry by the Editor-in-Chief of The Hindu on 5th February 2005.

Likewise, even in Tamil Nadu, with relief and rehabilitation work to help those affected by the tsunami on full swing, companies, industry bodies and non-governmental organisations chipped in to contribute their mite. Following are some of such companies which plunged into timely action.

Indian Overseas Bank, the Chennai headquartered public sector bank, has announced a donation of Rs.10 Crores to the Prime Minister's National Relief Fund. The bank's employees also contributed a day's wages to the fund.

The Confederation of Indian Industry, Southern Region initiated a series of measures to help those affected. Trucks with relief materials left to relief camps in Nagapattinam, Kanyakumari and Cuddalore immediately. CII set up a camp office in Nagapattinam to help distribute relief measures. It arranged for supplying drugs to relief camps and also set up a fund named Confederation of Indian Industry - Tsunami Relief Fund - which carried an 80G tax exemption.

Sundaram-Clayton Ltd and its subsidiaries - TVS Motor Company and TVS Electronics - distributed more than 30,000 food packets in different coastal areas of Chennai immediately after the tsunami struck on December 26th. The company's medical officers visited the sites and provided assistance. New blankets and sheets along with stores and a set of utensils were also given to more than 2,200 families.
The Murugappa group contributed Rs.2.5 Crores for relief and rehabilitation. The group’s employees also contributed a day’s wages to the relief programme. It also provided clothes and food and other necessities to the affected people.

Hatsun Agro Product Ltd, which sells milk under the Arokya brand, contributed 10 paisa from every litre of Arokya milk bought by customers during January 2005. The company provided food, bottled water, biscuits and bread to the affected people.

Hyundai Motor India Ltd sent a medical relief team to Nagapattinam, the worst affected district in the State.

**CSR practices by selected companies**

Companies in recent years have been quick in responding to crises such as the Gujarat Earthquake, Tsunami etc. Also, the Government’s efforts in creating awareness among people regarding healthcare, women’s literacy, child labour etc are being supported by the Corporate World effectively.

1. ICICI Bank has been aiming to its rural portfolio to 25% of total advances by 2010 and is investing heavily in health and primary education with long term social impacts.

2. Tata Motors has set effluent treatment facilities in its plants to avoid release of polluted water into the eco-system. In Pune, the treated water is conserved in lakes attracting various species of birds from around the world, thus turning the space into a green belt. Tata Motors has planted as many as 2.4 million trees in Jamshedpur region involving its employees and the villagers. Even the suppliers of Tata Motors are directed to package their packages in alternate material instead of wood.

3. Dr. Reddy’s Laboratories have a separate arm namely Dr.Reddy’s Foundation is currently engaged in two areas of operation – Education and Livelihood.

Under the area of Education the Foundation runs a program called "School Community Partnership in Education (SCOPE)". This is a comprehensive program working on increasing enrolment, retention and successful assessment rates in Government Schools. The program is now covering around 70 schools in Hyderabad. Adolescent Bridge Course Centre provides fresh opportunity to those who drop out of the mainstream due to pressures of income, family etc. and appear for age appropriate Board examinations – Class VII and Class X. Kallam Anjali Reddy Vocational Junior College offers two years certified vocational courses to those who look out for a practical course.

Under the area of Livelihood, the Foundation runs Livelihood Advanced Business Schools, Micro Entrepreneurship Programs and is running a Livelihood hub. Livelihood Advanced Business Schools offer job oriented training courses to school/college drop outs in the age of 18-25 and
prepare them for entry level jobs in various industry sectors. Micro
Entrepreneurship programs endeavor to encourage and nurture youth for
trepreneurship. Livelihood hub is a step for linking the under
privileged and the economic force. A pilot project has been undertaken
and is under progress.

4. IT C’s International Business Division one of India’s largest exporters
of agricultural commodities, has conceived e-choupal as a more efficient
supply chain aimed at delivering value to its customers around the world
on a sustainable basis. This model has been specifically designed to
tackle the challenges faced by the Indian agriculturists. The Indian
farmer has been trapped in a vicious cycle of Low Risk Taking Ability >
Low Investment > Low Productivity > Weak Market Orientation > Low
Value Addition > Low Margin > Low Risk Taking Ability.

Village internet kiosks – called Sanchalaks – managed by farmers
themselves enable them to access real time information in their local
language on the weather and market prices, dissemination of knowledge
on scientific farm practices and risk management, facilitate the sale of
farm inputs and purchase farm produce from the farmer’s door steps.

E Choupals reach out to more than 3.5 million farmers growing a range
of crops in over 38,500 villages through nearly 6,500 kiosks across 9
states namely Madhya Pradesh, Haryana, Uttarakhand, Karnataka,
Andhra Pradesh, Uttar Pradesh, Maharashtra, Rajasthan and Kerala.

5. Indian Oil Corporation has been focusing on community based
initiatives including allotment of Petrol/Diesel station dealerships and
LPG Distributorship to beneficiaries from among Scheduled Castes,
Scheduled Tribes, Physically Handicapped, Ex-Servicemen, and War
Widows etc. To provide quality products and services to rural people also,
it has unveiled Kissan Seva Kendras as small format retail outlets. It has
set up Indian Oil Foundation as a non-profit trust to protect, preserve
and promote national heritage monuments.

Benefits of CSR
The scale and nature of the benefits of CSR for an organization can vary
depending on the nature of the enterprise, and are difficult to quantify. It
will often include charitable efforts and volunteering. CSR may be based
within the human resources, business development or public relations
departments of an organization, or may be given a separate unit
reporting to the CEO or in some cases directly to the board. Some
companies may implement CSR-type values without a clearly defined
team or programme.

Human Resources
A CSR programme can be seen as an aid to recruitment and retention.
The Companies with good CSR Policy will have better image in the job
market among the job seekers. CSR can also help to improve the
perception of a company among its staff, particularly when staff can become involved through payroll giving, fundraising activities or community volunteering.

**Risk management**

Managing risk is a central part of many corporate strategies. Reputations that take decades to build up can be ruined in hours through incidents such as corruption scandals or environmental accidents. These events can also draw unwanted attention from regulators, courts, governments and media. Building a genuine culture of ‘doing the right thing’ within a corporation can offset these risks.

**Brand differentiation**

In crowded marketplaces companies strive for a unique selling proposition which can separate them from the competition in the minds of consumers. CSR can play a role in building customer loyalty based on distinctive ethical values. Business service organisations can benefit too from building a reputation for integrity and best practice. So businesses should be more responsible for their environment.

**License to operate**

Corporations are keen to avoid interference in their business through taxation or regulations. By taking substantive voluntary steps they can persuade governments and the wider public that they are taking current issues like health and safety, diversity or the environment seriously and so avoid intervention. This also applies to firms seeking to justify eye-catching profits and high levels of boardroom pay. Those operating away from their home country can make sure they stay welcome by being good corporate citizens with respect to labour standards and impacts on the environment.

**Critical analysis**

**CSR from a Business Perspective**

It is apparent that in today's business practice, CSR is entwined in many multinational organizations’ strategic planning process. The reasons or drive behind social responsibility towards human and environmental responsibility is still questionable whether based on genuine interest or have underlining ulterior motives. Corporations are fundamentally entities that are responsible for generating a product and or service to gain profits to satisfy shareholders. As Milton Friedman believes, there is no place for social responsibility as a business function. However a business still comprises people those posses both the humanistic and naturalistic view points. The humanistic view is that a deteriorating environment and planet is of no relevance in sustaining human life let alone a business. The naturalistic view is where we draw the line between exploiting our natural resources and destroying our fauna and flora for the sake of profiteering and sustainability Influence from the population.
government and competitors are possible forces that can destabilize an organization should its motives or unethical processes become clear. Legal structures in place are created to ensure international borders are not left exposed to multimillion dollar organizations self interest.

Disputed business motives

Critics of CSR will attribute other business motives, which the companies would dispute. For example, some believe that CSR programmes are often undertaken in an effort to distract the public from the ethical questions posed by their core operations. Some that have been accused of this motivation include British American Tobacco (BAT) which produces major CSR reports and the petroleum giant BP which is well known for its high profile advertising campaigns on environmental aspects of their operations.

CSR is self interested

Some critics believe that the only reason corporations put in place social projects is for the commercial benefit they see in raising their reputation with the public or with government. They suggest a number of reasons why self-interested corporations, solely seeking to maximise profits are unable to advance the interests of society as a whole.

They would point to examples where companies have spent a lot of time promoting CSR policies and commitment to Sustainable Development on the one hand, whilst damaging revelations about business practices emerge on the other. For example the McDonald’s Corporation has been criticized by CSR campaigners for unethical business practices, and was the subject of a decision by Justice Roger Bell in the McLibel case (which upheld some of these claims, regarding mistreatment of workers, misleading advertising, and unnecessary cruelty to animals). Similarly Shell has a much publicised CSR policy and was a pioneer in triple bottom line reporting, but was involved in 2004 in a scandal over the misreporting of its oil reserves which seriously damaged its reputation and led to charges of hypocrisy. Since this has happened the Shell Foundation has become involved in many projects across the world, including a partnership with Marks and Spencer (UK) in three flower and fruit growing communities across Africa.

These critics generally suggest that stronger government and international regulation rather than voluntary measures are necessary to ensure that companies behave in a socially responsible manner.

Hindrance of free trade

Milton Friedman argued that a corporation’s principal purpose is to maximize returns to its shareholders, while obeying the laws of the countries within which it works. Friedman argued that only people can have responsibilities.
Because of this, moderate critics would suggest that CSR activity is most effective in achieving social or environmental outcomes when there is a direct link to profit. This approach to CSR requires that the resources applied to CSR activities must have at least as good a return as that that these resources could generate if applied anywhere else. This analysis drastically narrows the possible scope of CSR activities.

Conclusion
Every responsible company should comply with the ethical practices stressed on the codes of corporate governance. In that CSR is much emphasised as it is a need for every corporate citizen to serve not only the target consuming public but also the community at large in all possible ways. Even the companies must be ready to redefine their business models in order to reach the needy. For example, the companies may make use of the women co-operatives, SHGs and NGOs in their production and distribution process rather relying on expensive machinery. Such an attempt by many companies may empower the society and also enable the companies to legitimise their existence.
HIGHLIGHTS

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ROLE OF NON GOVERNMENTAL ORGANISATIONS IN CORPORATE SOCIAL RESPONSIBILITY

—Dr. V. Balachandran & S. Gayathri

Introduction

The World Bank defines NGOs as "Private Organizations that pursue activities to relieve suffering, promote the interests of the poor, protect the environment, provide basic social services, or undertake community development". The term 'NGO' or 'Non Governmental Organisation' came into currency in 1945 after United Nations Organisation was formed. Being a Non-Profit making organisation, it tries to convey the concerns of a community to the Government. Through various activities and programs, NGOs endeavor to serve the community. Unlike companies, which are commercial organizations, these organizations are formed with a social purpose. So, they get easy identity among the public which factor is motivating the companies to have an alliance with them in serving the society. In a way, such companies are facilitated by the NGOs in understanding the real needs of the people and extending their services to the maximum possible extent. A wide variety of services such as welfare of the poor, medical and social rehabilitation, disaster services, education, child labour abolition, women empowerment through SHGs, etc. are rendered by the NGOs independently and also with the companies.

At the World Economic Forum in Davos in January 1999, the Secretary General of the United Nations, Mr. Kofi Annan explicitly called upon companies to widen their social responsibilities by entering into a Global Compact with the United Nations. Soon afterwards, global business organizations, several hundred companies, the International Confederation of Free Trade Unions and several NGOs responded positively. The companies and NGOs have formed collaboration and have been promoting sustainable practices.

Major roles of NGOs

Various types of NGOs indulge in providing services to the society in need. Some of such major roles played by them are:

(a) To advocate for a social cause by networking conferences or protests.

Eg : Narmada Bachao Andolan has been focusing on rehabilitation of displaced people due to Sardar Sarovar Dam.

(b) To serve the community at the grass root level with the services like
education to the poor, guiding farmers about farming practices, women self help groups, water resource management etc.

Eg: M.S. Swaminathan Research Foundation (MSSRF), a non profit trust works in Bio-diversity and bio technology, eco-technology and sustainable agriculture, coastal system research and other aspects in order to create environmentally sustainable and socially equitable development.

(c) Mother NGOs to train the staff of small NGOs in handling social or community issues such as women and children, health, education, etc.

Eg: Indian Association of Women and Child Relief, Lucknow works on training the small NGOs in promoting the welfare of women and children (child labour abolition)

(d) Corporate NGOs involving themselves in creating sustainable development by working for specialized areas such as global health, education, training the people on water resources management, creating awareness on AIDS/HIV etc.

Eg: Azim Premji Foundation has been running different accelerated learning program, computer assisted learning, learning guarantee program and child-friendly school initiatives.

(e) National NGOs and Global NGOs to take care of subjects like disaster rehabilitation, poverty eradication and other humanitarian activities based on the needs of the region.

Eg: UNICEF works for children’s rights, their survival, development and protection

Social responsibilities of selected NGOs

The Government has got a parental role in safeguarding and developing the downtrodden society. Each and every needy section of the society should get disbursed of the benefits offered by the Government – that too when shocks hit them in full force mercilessly in various forms such as earth quake, flood, tsunami, etc. But, India being a developing country may find it very difficult to concentrate on all the sections of the society with the available infrastructure and financial resources. Dedicated organizations like NGOs and socially responsible companies bridge the gap between the underprivileged and the Government for which purpose NGOs are made. With the principles of altruism and volunteerism, they have been endeavoring to uplift the wider section of the society. Though numerous NGOs are involved in such activities, the services of only a few of them are presented here with for brevity.

Azim Premji Foundation:

Azim Premji Foundation aims at making a tangible impact on identified social issues by working in active partnership with the Government and other related sections of the society. The programmes, initiatives and
efforts of the Azim Premji Foundation revolve around creating effective and scalable models that significantly improve the quality of learning in the school and ensure satisfactory ownership by the community in the management of the school.

**Dr. Reddy’s Foundation:**

Dr. Reddy’s Foundation (DRF) is a non-profit partner of Dr. Reddy’s to promote sustainable social development. The Foundation innovates and tries out novel concepts that are continuously refined and scaled up to cover larger groups of deprived populations. As sustainable development cannot take place until people are empowered, the foundation consciously works towards uplifting the disadvantaged in the society through its various programs.

**SMILE Foundation:**

As a Social Venture Philanthropist, Smile Foundation promotes universal education among underprivileged children, create the process to embrace these children into mainstream in a sustained manner, facilitate them to emerge as productive assets and set the foundation for nation building.

**PRADAN:**

Pradan currently works in selected villages in 26 districts across 7 states through small teams based in the field. The focus of its work is to promote and strengthen livelihoods for the rural poor. This involves organizing them, enhancing their capabilities, introducing ways to improve their incomes and linking them to banks, markets and other economic services. PRADAN comprises professionally trained people motivated to use their knowledge and skills to remove poverty by working directly with the poor. PRADAN recruits such people from campuses, provides them year-long apprenticeship in its village projects and then puts them to work in villages in small teams.

**Prerana Women's Welfare Society:**

Prerana is pioneer in introducing various government and private schedules to minority, backward, SC, ST tribal and persons with disabilities as cross cutting issues due to multiple ways that they have been denied the rights and justice in 92 hilly villages situated in the thickest forest region in Khanapur Taluk, Belgaum District in North Karnataka-Goa inter state border. These villages do not have transportation facilities and Primary health care facilities up to 30 Kms away for old age, women and children to control of infectious diseases (prevention and treatment). Childhood immunization, every pregnancy and child birth, nutrition promotion and reproductive health and also elementary educational needs. Thus Prerana strives to enable them to be self reliant in community health, elementary education, socially and economically.
Shuddham:
Shuddam is a social service organisation focused on environmental improvements and waste management. It was established in 1992 and is located in Pondicherry. Shuddam has undertaken an environmental management programme in Pattipulam in response to the environmental degradation caused by the tsunami which deposited organic and inorganic waste across the seven hamlets that comprise Pattipulam.

Madhar Nala Thondu Niruvanam:
MNTN was established in 1981 to assess and improve the living conditions of rural women in Cuddalore, Tamilnadu. The organization’s program work focuses on the economic and social empowerment of women through self help groups meant to foster income generating activities, provide community-based health care and nutrition and maternal health education. The SHGs, the core of MNTN’s social work presently number 1,200 with over 22,000 female members. In recent years, the organisation has expanded its services to include free medical camps for underprivileged Cuddalore women including free eye camps and mobile medicare units in addition to housing for elderly women and homeless women. The SHGs in combination with the more formal medical camps, aim to improve the health of impoverished women through nutritional education, immunization, personal hygiene and to raise their state of living through micro loans and financial assistance.

Critical analysis
From a societal perspective, the duties and responsibilities placed on the NGOs have increased drastically in the last couple of years. Because, when a serious disruption of the functioning of a community or a society takes place, widespread human, material, economic or environmental losses are caused. Also, when a needy sector awaits Government’s attention, it finds it very difficult to cope up with the available resources or the problem surrounding them. Such circumstances indicate the essentiality of NGO’s role. They discharge their responsibilities either independently or along with Government or Companies in uplifting the well being of the society. As an association not for profit, NGOs make use of the donations or the services of the volunteers in looking after the needs of the people.

Suggestions
But there arises a question whether the NGOs accomplish the tasks they are meant to. As Holmes said, “One need not be consistent: but be simply true”. Do NGOs remain true to the Society and the donors? Here, we may ponder over the other side of the coin. It is obvious that all the NGOs do not deliver their responsibilities effectively. So, the following suggestions are made to overcome a few realities observed.
(1) NGOs should never get tied up in the clutches of politicians
(2) They should make use of the funds they receive from various donors to the fullest extent in rendering services to the Society
(3) They should train volunteers from the dimension of serving the Society. A feeling of empathy should be inculcated in them to make them fully committed.
(4) Funding Organisations should have a check over the functioning of the NGOs periodically.
(5) Even Social Audit may be conducted in selected NGOs, if necessary.
Business Ethics and Corporate Governance

Dr. T. Aranganathan
Dr. S. V. Murugesan
Dr. K. Thamizh selvan
A CASE STUDY ON THE SOCIAL OBLIGATIONS OF COMPANIES IN FORMING A SUSTAINABLE ENVIRONMENT

Dr. V. BALACHANDRAN,
Director, DDE, Alagappa University, Karaikudi.

S. GAYATHRI,
Assistant Professor, Department of Corporate Secretaryship, Bharathidhasan Government College for Women, Puducherry.

Introduction

CSR stands for both Corporate Social Responsibility and Corporate Sustainable Reporting. From the purview of a common man, Corporate Social Responsibility refers to how companies manage the business resources to produce an overall positive impact on the society. Whereas in technical language, as per World Business Council on Sustainable Development (WBCSD), Corporate Social Responsibility is the commitment by businesses to behave ethically and contribute to the economic development while improving the quality of life of the work force and their families as well as of the local community and society at large. Moreover, Corporate Sustainability is to meet the demand of the present generations without compromising the need of the future generation according to WBCSD. The world is now realizing that social responsibility is not just limited to addressing the core social issues faced by its impacted stakeholders but also includes in it the environmental protection measures.

While environment is a primary performance indicator for the companies in reporting their Corporate Social Responsibility/Sustainability Development performance, some companies have failed to comply with the basic safety measures to be adopted in their production unit. A typical case of one such company is presented in this paper which has startled the minds of almost everyone. This is the case which proves that growth in terms of profit without attending to the demands of the affected communities was the prime concern for such companies. Corporate social performance links social responsibility principles and behavioral outcomes. It emphasizes relationship among society and the three principles of corporate social responsibility: (i) institutional legitimacy (ii) public responsibility and (iii) managerial discretion. The need for assumption of social responsibilities by corporates is succinctly brought out by George Steiner. He has identified the following bases:

a. Corporations are creatures of society and should therefore respond to its demands.

b. The long run self-interests of business are best served when corporates assume social responsibilities.

c. It is the moral and right thing to do.

Initiatives of the Government of India

While the Government of India thinks about creating a code of conduct for Corporate Social Responsibility (CSR), the outrage caused by the verdict of the UCC Vs Union of India in the
minds of all conscientious people, especially the Bhopal Gas leakage victims is unexplainable. Recently, Mr. Murli Deora, the Union Minister for Petroleum made it mandatory for the Public Sector Oil Companies to spend a minimum of two percent of their net profits on CSR. Mr. Salman Kurshid, the Union Minister for Corporate Affairs has said that the Government foresees CSR as a tool to enhance sustainability commitment from enterprises. He has suggested that India could have an exchange for Corporate Social Responsibility credits along the lines of carbon credits. He also indicated that the Government might even extend tax incentives to companies for non-profit services to society in areas like helping with education, health and environment. Initiatives from the Government of this sort for enhancing CSR in long term show the bigger responsibility of each company in being a good corporate citizen. A very long list of PSUs like ONGC, IOC, HPCL, GAIL, SAIL, ITC, BHEL, MSI, NTPC, Power Grid etc strive to act in “enlightened self interest” since long back. Jamshedpur in Jharkhand is known as Tata Nagar as the city was shaped by the foresight of late Jamshedji Nausherwanji Tata who not only built his dream steel plant, but also envisaged something more than a row of huts for his workers. While incidents or initiatives of this kind indicate the change in the mindset of corporate sector, what is the real picture of the UCIL’s case?

An Overview of the Bhopal Gas Leakage

On the night of 2nd December 1984, the most tragic industrial disaster took place in Bhopal, in the state of Madhya Pradesh. Methyl Isocyanate (MIC), a highly toxic gas, ingredient in the production of both Sevin and Temik, leaked from the storage tank at Bhopal plant of Union Carbide India Limited (UCIL). It resulted in large scale death and untold disaster. The Company (UCIL), a subsidiary of Union Carbide Corporation (UCC) was incorporated in 1984 under the appropriate Indian law. Majority of its share holdings (50.99%) were owned by the UCC, a New York Corporation. LIC and UTI own 22% of the shares of UCIL. Being a large transnational company, the safety measures should have been adopted very cautiously without leaving even an iota of chance for such a disastrous accident. But the night of December 2-3, 1984 proved the existence of Corporate Social Irresponsibility in UCIL. Though it was an accident, the aftermath is very shocking as it was like slow poisoning. The worst experience of the victims who escaped from death, but subject to some kind of physical disabilities is unbearable. Government figures put the death toll at 3500 within the first three days, but independent data by the Indian Council Of Medical Research put the figure at 8000-10000 for the same period. The effects of the accident were described as carcinogenic and ontogenic. Judging the exact number of the affected victims was quite difficult. ICMR has said that up to 1994, 25000 people also died from the consequences of gas exposure. Flora and fauna were not exceptions. To put it clearly, the total environment was polluted and the effects are still persisting even after two and a half decades.

The Suits

All the suits filed in the American District Courts were consolidated by a judicial panel on Multi District Litigation and were assigned to US District Court, Southern District of New York. On 29th
March 1985, the Bhopal gas leak disaster (Processing of Claims) Act, 1985 was passed to secure the claims connected with the disaster speedily, effectively and equitably. Based upon that Act, the Union of India filed a complaint before the said US District Court. On 12th May 1986, the District Judge Keenan passed an order allowing the application of UCC on Forum non conveniens subject to certain conditions namely, that the UCC shall consent to the jurisdiction of the Indian courts and waive defenses based on the statute of limitation and that the UCC shall agree to satisfy the judgement rendered by an Indian court. Against the suit filed by the Union of India in the District Court of Bhopal in 1986, an interim relief to the tune of Rs.350 Crores was ordered to UCC, which was modified as Rs.250 Crores by the High Court of Bhopal on 4th April 1988, based on the Civil Revision Petition filed by UCC.

**The Settlement**

Union Carbide settled all liabilities related to the accident, including cleaning up the site, with a $470 million out-of-court settlement with the Govt. in 1989. The company sold its stake in the Indian company (UCIL) in 1994 and was then itself acquired by Dow Chemical in 1999. The company was renamed as Eveready Industries.

**Future of Corporate Social Responsibility**

Regarding the verdict given on June 7, 2010, in this case, scores of gas victims staged a protest inside the court premises. It is because the impact is so severe that even after 25 years they are not able to forget the accident as the damage caused to human lives and the environment was monstrous and continues to have an adverse impact till today. If large companies, surviving with the support of the society cause such a disaster, what would be the fate of Social Responsibility or Corporate Citizenship? And this incident of UCIL was the alarm for most of the companies in shaking their lethargy and triggering off a new wave of consciousness. Government also became very alert in examining whether the industries are employing hazardous technology and equipped with proper and adequate safety devices while producing dangerous goods. Pollution control measures have also been strictly imposed on the industries.

**Conclusion**

Whatever be the regulatory measures taken and strictly imposed may not produce effective result unless qualities such as empathy, moral trustworthiness, commitment to social welfare and remaining eco friendly are present in the minds of the administrators of the artificial person called “Company”. Even making social audit mandatory for the companies may not produce good result because of two reasons. First the societal actions are secondary when compared to running the industry or company with the basic responsibility of not causing any harm to the public or the environment. Secondly, the CSR should come from within the minds of the real actors behind the company on a free flow without any compulsion. Hence, it is believed that conscience and commitment will play a more important role in CSR in times to come rather the regulatory measures which in turn may avoid such worst tragedies.