Chapter-III
CORPORATE SOCIAL RESPONSIBILITY AND LARGE SCALE INDUSTRIES IN INDIA

The third chapter deals with Corporate Social responsibility and Large Scale industries in India, it highlights on, CSR Approaches adopted by the Firms in India, CSR activities (number of companies) practiced by Indian Corporations, CSR through Visteel Mahila Samiti, CSR in Hindustan Petroleum Company Limited, CSR activities at HPCL, CSR activities at NTPC, CSR activities at Steel Authority of India Limited (SAIL).

3.1. CSR IN LARGE SCALE INDUSTRIES IN INDIA:
In today’s changing world nothing is perpetual but CSR responsibilities or initiatives are very wide. from past many years or from the business industries Enormous amount of effort is required for the association origin word social responsibility is fixed despite of it’s between the CSR initiatives taken up and the society at changing names. The concept of social upliftment of glance. A wealth of literature has been published on CSRs society is into the existence either in the form of over the years; many containing their own definitions of philanthropy, dash vandh and now corporate social CSR and associated concepts have been undertaken responsibility. For the emergence of any new concept or (Blomback and Wigren, Muller and Kolk).garnishing of older one needs great mind and time too. In India, many firms have taken the initiatives of CSR Carroll 1991 suggested a pyramid model for the practices which have met with varying needs of the implementation of CSR practices society. The present study has taken three major
sectors Again every business firm has to work under some IT, FMCG and Auto industry for the survey. As this social environment that is known as a society and as a three are the leading sectors of India and are into the good corporate entrepreneur one has to be responsible planning of CSR initiatives. After globalization of world for the society where their firm is operating. Helping the economies most of the companies/ business firms in India society by means of preserving the environment, either already have a CSR practices initiatives or are in minimizing the wastage of natural resources, helping the process of taking the initiatives. Case studies of the major needful, conducting educational camps, promoting IT firms have been used for identification of major CSR education running schools/ NGO’s, recycling of products, initiatives taken by firms with respect to health, education counseling sessions awareness programs regarding the and environment sector. Results of the study different diseases. All these type of activities constitutes identified the major CSR initiatives taken up by the firm corporate social responsibility practices or initiatives, and major driving forces and proposing a framework by which help the society/inspiring the lives of the learning the key CSR initiatives taken and driving forces underprivileged and lend a hand in the upliftment of the for the same.
Chart No:-3.1
CSR Approaches adopted by Firms in India

Source: IIMC. WPS No. 729/ June 2013

Chart No:-3.2
CSR activities (number of companies) practiced by Indian Corporations

Source: IIMC. WPS No. 729/ June 2013

In India maximum companies (136) are contributes in community welfare under CSR. 122 companies are takes initiatives in education sector and 102 companies are contributes in Health sector under CSR. Very fewer companies are contributing in Market place sector under CSR activity.
1) **Visakhapatnam Steel Plant:**

Visakhapatnam Steel Plant (VSP), a Govt. of India Undertaking under the corporate entity of Rashtriya Ispat Nigam Ltd., is the first shore-based integrated steel plant in India. The plant with a capacity of 3mtpa was established in the early nineties and is a market leader in long steel products (wire rods, re-bars, rounds, angles, channels, blooms and billets)catering to the construction, automobile, wire drawing, forging and other manufacturing segments. The Plant is almost doubling its capacity to a level of 6.3 mtpa of liquid steel at a cost of around 2500 million USD and the products from the new units are set to come on stream from end of 2011 – 12 progressively. The plant has been operating consistently beyond its rated capacities in the range of 120% for more than a decade with a turnover of over 2400 million USD consecutively for the last four years. The plant has an excellent layout, infrastructure, logistics and adequate land bank for expansion to 20 mtpa. The presence of a deep draft port in the vicinity offers unique advantage of unloading Cap vessels and conveyorized transfer to the Plant. RINL-VSP is the first integrated steel plant in India to be accredited with all three international standards, viz. ISO 9001, ISO 14001 and OHSAS 18001. It is also the first Steel Plant to be certified with CMMI level-3 certificate and BS EN 16001 standard. The plant though basically designed for production of mild steel grades, today produces nearly 80% of its saleable steel as value added steel, through in-house innovative process improvements. In a study conducted by CRU, London, RINL-VSP was adjudged as 5th lowest cost long steel producer in the world. Rashtriya Ispat Nigam Limited - Visakhapatnam Steel Plant (RINL-VSP)
popularly known as ‘Vizag Steel’ the ‘Pride of Steel’, a leading Central PSU under the Ministry of Steel is the first shore based Integrated Steel Plant in the country. Vizag Steel known for its ‘Quality’ & ‘Customer Service’ is a market leader in longs with a share of about 10%. It has been supplying various grades of steel for construction of projects of National importance which include Metros, Power Sector, Bridges, Nuclear complexes and several others. RINLVSP has exported finished products to countries like USA, UAE, Thailand, Bangladesh, Nepal, Sri Lanka etc. Its products are made from 100% virgin steel, maintaining stringent tolerances both in chemistry & physical properties. RINL-VSP has a wide marketing network spread across the country and is the “preferred steel maker” for the customers.

The following are the objectives, Mission and Vision of this organization.

- **Objectives:**
  
  i. Stabilise 6.3Mt by 2012-13 with the mission to expand further in subsequent phases as per Corporate Plan
  
  ii. Revamping existing Blast Furnaces to make them energy efficient to contemporary levels and in the process increase their capacity by 0.5 Mt each, thus total hot metal capacity to 7.5 Mt
  
  iii. Be amongst top five lowest cost liquid steel producers in the world
  
  iv. Achieve higher levels of customer satisfaction
  
  v. Vibrant work culture in the organization
  
  vi. Be proactive in conserving environment, maintaining high levels of safety & addressing social concerns
• Mission:
To attain 20 Mt liquid steel capacity through technological upgradation, operational efficiency and expansion; augmentation of assured supply of raw materials; to produce steel at international Standards of Cost & Quality; and to meet the aspirations of stakeholders.

• Vision:
  i. To be a continuously growing world class company we shall
  ii. Harness our growth potential and sustain profitable growth.
  iii. Deliver high quality and cost competitive products and be the first choice of customers.
  iv. Create an inspiring work environment to unleash the creative energy of people.
  v. Achieve excellence in enterprise management.
  vi. Be respected corporate citizen, ensure clean and green environment and develop vibrant communities around us.

• Expansion of the organization:
Visakhapatnam Steel Plant has expanded its capacity to 6.3 million tonne per annum of liquid steel. The New Blast Furnace is commissioned on 24th Apr’12 and is under stabilization. While the new Caster is commissioned, the trial runs of LD Converter are in progress.... RINL is in process of commissioning of balance facilities which includes Wire Rod Mill, Special Bar Mill and Structural Mill which is likely progressively during this current fiscal. The cost of expansion is Rs.12,291 Cr. In parallel, RINL has also undertaken modernization and upgradation of its Blast Furnaces which will increase the hot metal production capacity by 1 million tonne per annum. Additionally, one Converter, Caster
and Seamless Tube Mill are also being installed along with Revamping / Modernisation of existing Sinter Plant and BOF Shop to match with the hot metal production and the capacity shall increase to 7.3 million tonne per annum liquid steel. The units are likely to be commissioned progressively by the year 2014. Next phase of expansion to around 11.5 million tonne per annum of liquid steel involving an outlay of over Rs. 22,000 Cr has already been conceived. Dasturco the Consultant has prepared the Feasibility Report which envisages flat products like HR Coils and special steels like CRGO / CRNO Grade in its product mix and the same is under active consideration of Board.

2) CSR at Visakhapatnam Steel plant

In the contemporary corporate business world, Corporate Social Responsibility (CSR) has received a lot of attention in the context of sustainability challenge and the role of Corporate entities in addressing the “Triple Bottom Line” viz. Economic, Environmental and Social issues in a sustainable way that aims to improve the quality of life for everyone”. CSR is a Company’s commitment to operate in an economically, socially and environmentally sustainable manner, while recognizing the interests of its stakeholders. This commitment is beyond statutory requirements. In other words CSR is a concept where by organisations serve the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations.
Formation of CSR Department: To monitor all the CSR activities of RINL-VSP and to take up the peripheral developmental activities in RH Colonies and surrounding villages, a separate CSR department was formed during March, 2007 to have focused attention.

Formation of CSR Policy: A Policy covering the boundaries of the scope of activities, the initiatives, Guidelines on sponsorships and contributions, budgetary allocation, Implementation mechanism and delegation of powers for operation of the activities has been framed and approved by VSP Board of RINL in November, 2006.

Scope of Policy: The main focus is to be emphasized on (i) Environmental care, (ii) Education, (iii) Health Care (iv) People Care, (v) Peripheral Development, (vi) Cultural Efflorescence (vii) Activities as a responsible Corporate Citizen and (viii) To extend help during natural calamities like floods, fire, epidemic etc

Membership of Global Compact:
The United Nations Global Compact is a strategic policy initiative for business that is committed to aligning their operations and strategies with four issue areas covering ten universally accepted principles on Human rights, Labor practices, Environment and Anticorruption. Encompassing the above concepts, RINL-VSP joined hands with the UN Global Compact Organization by becoming a Member on 6.4.2006 for demonstrating leadership by producing practical solutions to contemporary problems related to
globalization, sustainable development and corporate responsibility in a multi-stake holder context, managing risks by taking a proactive stance on critical issues, sharing good practices and learning, accessing the UN’s broad knowledge in development issues and improving corporate/broad management, employee morale and productivity, and operational efficiencies. RINL-VSP is one of the 125 Indian leading companies joined UN Global Compact including Public, Private Sectors, Institutions, NGOs and Professional Bodies. The annual subscription for the Membership is of Rs.25, 000/-. After becoming a Member, RINL-VSP has so reported C.O.P regularly.

3) **Formation of RINL-CSR Foundation:**

RINL-CSR Foundation has been formed in May, 2007 for holding the funds of CSR and to realize a dream to transform the rural community into a Vibrant Community and IT exemption against the contributions made was also obtained. Every year annual budget for CSR department will be allocated as per the guidelines of DPE. As per DPE guidelines, the impact made by CSR activities should be quantified to the best possible extent with reference to base line data, which need to be created by the CPSEs before the start of any project. Hence Base-line Surveys are mandatory.

**CSR-Evolution**

VSP CSR evolution is Donations & Philanthropy, Service to humanity, Voluntary service, Public awareness programs and Contemporary issues like Poverty, pollution, energy, waste recycling, water & sanitation, Transparency & anti corruption.
MAJOR CSR INITIATIVES
Under CSR activities the major initiatives are taken up based on Environmental Care, Health care, peripheral development, Education and community development etc.

Environmental care:
‘Jaladhar’: Environment friendly project ‘Jaladhar’, implemented providing safe drinking water to 19 tribal villages of Agency area of Vizag District. This project provides filtered, perennial drinking water by gravitation method from a rain fed source which is at heights, without using electrical power/energy. About 5500 people in 19 villages were benefited. The project was implemented through M/s.D.Sarada Trust.

‘Green Visakha’: This program was launched with a view to reduce pollution in the area of Greater Visakha Municipal Corporation (GVMC). The program has been planned with a target of planting 5,00,000 trees in a period of 5 years (commencing from year 2011) in the GVMC area.

Street Lighting: Solar Street lighting & Home lighting system was provided to all the homes, library & Office in SOS Children village, Bheemunipatnam, Visakhapatnam District. This village for orphan children with 14 nos. houses, school, Library & Office were provided with solar powered Home lighting system & street lighting, saving the huge electricity bill & power cuts. This benefitted about 200 people.
Health care:
RINL has taken up a number of activities in this field. Some of the initiatives taken up by RINL-VSP in this direction are:

Free Eye Camps: Reciprocities arrangement with Sankar Foundation for conducting free eye camps & cataract surgeries under financial aid for setting up 8nos. Operation Theatres in their hospital near Simhachalam. Eye camps were organized since year 2007 through M/s Sankar Foundation in Rehabilitation colonies, Peripheral villages of VSP and rural areas of Vizag, Vizianagaram and Srikakulam Districts. About 22,000 people were tested and 5000 cataract surgeries were carried out to bring light.

‘Sanjeevan’: A state of art mobile cancer detection van ‘Sanjeevan’ equipped with latest cancer detection facilities which enable early detection of cancer for permanent recovery was given to Lions Cancer Hospital. The van is fully funded by RINL @ Rs. 116 lakhs. Lions Cancer Hospital has organized cancer detection camps in rural areas of 5 Districts viz., Visakhapatnam, Vizianagaram, Srikakulam, East Godavari & West Godavari. Cancer detection camps were organized & suspected cases have been taken to Lions Cancer Hospital for further investigation& treatment. The company contributed to organize cultural programs in Gangavaram, Pedagantyada, Vadlapudi & Aganampudi RH colonies. Programs covering local folk act-Burrakatha, classical dance, patriotic and devotional songs, were performed in the local communities where the local talent of the people is also showcased. Supplying of treated drinking water to Rehabilitation colonies during thirst summer days.
Peripheral Development:
RINL has given major thrust to Peripheral Development and has implemented several innovative schemes like:
Construction of Community Welfare Centres (19nos.) in Rehabilitation colonies & Peripheral villages for organizing social events, functions etc. These can be served as shelters during natural calamities Laying of Cement concrete roads of 5.2 KM length in Vadlapudi Rehabilitation colony & peripheral villages Construction of Function Hall for SC/ST community at Pedagantyada RH colony.

Education:
In its attempt to ensure that all children have the opportunity to meet basic learning needs, RINL has taken up the following activities:

Visakha Vimala Vidyalaya Schools - Free education to about 1500 children of BPL families, at Ukkunagaram & Gantyada – in house campus.

Arunodaya Special School for Differently Abled Children – RINL has constructed school building at a cost of Rs. 200.00 Lakhs, providing free education to 70 children and facilities like physio therapy, speech therapy, yogatherapy, music therapy, vocational training etc., - located in campus @Ukkunagaram.

Additional accommodation at Hostels for SC / ST girls / boys: Additional accommodation was provided at 3 Hostels for SC/ST Girls/boys in Visakhapatnam city benefiting about 360 students. Constructed Additional Class rooms in 30 schools in Rehabilitation
colonies & peripheral villages. Provided Play equipment to 71 schools, provided student desk-cum-benches to 38 schools benefitting 4935 students.

**People care:**
People care is an integral part of CSR activities in the company. Activities organized in this direction include:

**Empowerment programs to women & un-employed youth** – Vocational training programs organized through Jan Shikshan Sansthan (JSS) in Rehabilitation colonies and Paderu (Tribal area). About 6000 people were trained in courses like Light Motor Vehicle Driving, MS Office, Two wheeler mechanism, soft toys making, Ariya work, Beautician, Dress making, Electrician and income generation programs like manufacturing/producing Phenyl, Detergent powder etc., at Araku (Agency area of Vizag Dist.) The company has supported Sportspersons, sponsorship of various sporting events at District, National level including Special Olympics for Physically challenged children / persons.

**As a Responsible Corporate Citizen:**
RINL as a responsible corporate citizen supported following activities:
Provided Offset Printing Press for Prisoners at Central Prison, Vizag, to create opportunities … for a meaningful life Constructed a Police Station building at Kanithi Junction Constructed Road-over-Bridge at Balacheruvu Road.
Help during Natural calamities:
Help was extended during floods in Bihar, Andhra Pradesh Help extended for reconstruction of houses devastated during earthquake in Sikkim. Contributed of Steel for reconstruction of houses at Bheemunipatnam (gutted in fire accident)

4) CSR in Mines areas:
The Company has its captive mines for limestone, dolomite, manganese & sand. Activities were taken up in our mines areas of Jaggayyapet, madaram & Garbham. The mining activities are served by employees residing in township area of Mines. CSR activities in the Mines cover community & society living in and around the mines area. Vocational training was given to 725 women at Jaggayyapet & Garbham villages in courses like Dress making, Aarya works, hand embroidery, fabric painting etc., for their sustainable living. School Furniture, Library books, computer & other sports material were provided to the schools in Mines area at Jaggayyapet & Garbham. Power supply was given to Water supply scheme at Madaram village. Laying of Roads & installing Bore wells.

5) CSR at Outstation branches & Rural India:
Distribution of School kits to 60 students & adoption of 20 girl students of school sat Bengaluru & Jaipur. In rural areas of Uttar Pradesh, the Company has taken up CSR activities which include Construction of 8nos. additional class rooms in existing schools Providing 350 solar street lights Providing 261nos. hand pumps for water supply. Laying of link road in Barabanki district Providing 1500nos. Solar lanterns to Girl students studying in schools in Gonda district Providing placement based skill development training to 250
eligible candidates in Gonda district Activities at Branch Office @ Kanpur includes:

Distribution of school bags, Educational Kit and other items to 400 poor school childrens in Government/Aided schools, Adoption of 50 girl students of below poverty line families, in Government/Aided schools, up to Class XII. Distribution of tricycles to 50 poor & physically challenged persons and Distribution of desktop computers to 25 brilliant students of Government/Aided schools.

6) CSR through Visteel Mahila Samiti (VMS):
The ladies arm of RINL is executing several community development & societal support as part of CSR initiatives, on behalf of RINL. Some of the activities by VMS are: Providing desk cum benches, fans & sports items for students in peripheral villages–Nangineripadu& BC colony of Parawada Distribution of Plates & glasses to 370 students in schools in Gangavaram & Pedagantyada Rehabilitation colonies towards Mid-day meals. Distributing Uniforms to students in Govt. school in Pedagantyada Rehabilitation colony Organizing a medical camp at Dayalnagar near Pedagantyada Rehabilitation Colony Immediate response to the occasion, extended relief and succor to the 16 fire accident victim families at Devada, a village in the Plant vicinity. In Health Care area, the company has organized general medical camps, Deaddiction camps, child immunization, AIDS awareness campaigns, eye camps &Medical help during natural calamities and disasters in association with Satya SaiSeva Samithi, doctors from Visakha Steel General Hospital, in Rehabilitation colonies & peripheral villages of VSP. Distribution of Artificial limbs & tri-cycles to 609 poor & needy tribal people in
Vizag, Vizianagaram, Srikakulam & West Godavari districts of Andhra Pradesh, through M/s Gurudeva Charitable Trust. Mother Blood bank building was constructed with outlay of ` 280 Lakhs with all necessary equipment, for Indian Red Cross Society, Visakhapatnam with state of art facilities for storage of blood, training needs of Technicians, Rehabilitation program centres, IRC & YRC training programs. It serves poor & needy from North coastal districts of AP & neighboring states. Provided Mosquito Nets 3134 nos. were distributed in 20 Tribal Welfare Ashram Schools in 9 Tribal mandals of Visakhapatnam district, where people are being affected with malaria menace, under the aegis of Integrated Tribal Development Authority (ITDA). Dormitory block for AIDS affected children at St. Joseph Hospital, Prathipadu, is under progress.

7) **Hindustan Petroleum Company Limited (HPCL):**

HPCL is a Fortune 500 company which is also a ‘Navaratna’ public sector Petroleum Refining Company in India. It is having Oil Refineries in Mumbai, Visakhapatnam and Bhatinda in Punjab which is commissioned. It has petroleum retailing outlets all over India. It has a very good reputation for its quality products and services to its customers. The expansion of its refining capacity by adding new refinery in Punjab is a strategic move that will help the company to meet the petroleum products demand of its customers in north India in a better way. The company has also initiated several measures to improve the quality of its products and services in rural areas. It has introduced several schemes to help the rural population for their development as a part of its corporate social responsibility. The vision statement emphasizes the fact that to be a world class energy company one has to care and delight the customers with high quality
products and innovative services across domestic and international markets with aggressive growth and better financial performance. The Global compact principles which HPCL support as a part of their Business Mission:

- To foster a culture of participation and innovation for employee growth as an employee caring organization.
- To cultivate high standards of business ethics and Total quality management.
- To protect customer interest as a customer caring organization.
- To take all steps for enriching the quality of life of the community.
- To protect the environment and preserve ecological balance.

Vision:
To be a World Class Energy Company known for caring and delighting the customers with high quality products and innovative services across domestic and international markets with aggressive growth and delivering superior financial performance. The Company will be a model of excellence in meeting social commitment, environment, health and safety norms and in employee welfare and relations.

HPCL is a **Fortune 500 and Forbes 2000 company**, with an annual turnover of Rs.1,69,011 Crores and sales/income from operations of Rs 1,88,130 Crores (US$ 36.975Billions) during FY 2011-12, having about 20% Marketing share in India among PSUs and a strong market infrastructure. HPCL’s Crude Thruput and Market Sales (including exports) are 16.19 Million Metric Tonnes (MMT) and 29.48 MMT respectively in the same period. HPCL operates 2 major refineries
producing a wide variety of petroleum fuels & specialties, one in **Mumbai** (West Coast) of **6.5 Million Metric Tonnes Per Annum (MMTPA)** capacity and the other in **Visakhapatnam**, (East Coast) with a capacity of **8.3MMTPA**. HPCL holds an equity stake of 16.95% in Mangalore Refinery & Petrochemicals Limited, a state-of-the-art refinery at Mangalore with a capacity of 9 MMTPA. In addition, HPCL has constructed a 9 MMTPA refinery at Bathinda, in the state of Punjab, as a Joint venture with Mittal Energy Investments Private Ltd. HPCL also owns and operates the **largest Lube Refinery** in the India producing Lube Base Oils of international standards, with a capacity of **335 TMT**. This Lube Refinery accounts for over **40%** of the India's total Lube Base Oil production.

HPCL's vast marketing network consists of 13 Zonal offices in major cities and 101 Regional Offices facilitated by a Supply & Distribution infrastructure comprising Terminals, Pipeline networks, Aviation Service Stations, LPG Bottling Plants, Inland Relay Depots & Retail Outlets, Lube and LPG Distributorships. HPCL, over the years, has moved from strength to strength on all fronts. The refining capacity steadily increased from 5.5 MMTPA in 1984/85 to 14.8 MMTPA presently. On the financial front, the turnover has grown from Rs.2687 Crores in 1984-85 to an impressive Rs 1,69,011 Crores in FY 2011-12.

**Major Ongoing Projects:**

In order to strengthen core processes and modernize, HPCL has developed ambitious plans for expansion and diversification in the areas of increasing energy demand, technological upgradation and environment management. HPCL has proposed capital expenditure (including equity investments in Joint Ventures) of Rs. 11487 Crores
during the eleventh plan. Some major projects in progress in different parts of India are given below:

Diesel Hydro Treating (DHT) at Mumbai & Visakhapatnam refineries:

HPCL is setting up Diesel Hydro treater Units of 2.2 MMTPA each with associated facilities at Mumbai Refinery (MR) and Visakhapatnam Refinery (VR) to meet Euro-IV specifications for diesel as per the latest Auto Fuel Policy.

- **Effectiveness of CSR activities:**
  1. CSR activities undertaken by HPCL Visakhapatnam unit are found to be very effective due to involvement of organizations like NIIT for computer training, CII for vocational training and CSR&L for educational school children about environment management activities.
  2. The beneficiaries of various CSR activities are increasing every year.
  3. The budgetary allocation for these activities and the implementing strategy of HPCL has been very effective.
  4. The success of ‘Unnati’ the basic computer training program implemented in Visakhapatnam schools has now gone up to 3000 students and it also extend to schools in Vijayawada now. This clearly indicates that this activity is helping the school children who are economically backward.
  5. HPCL has also constructed a blood bank building with required facilities to store blood for patients who will be in due to accidents and others health problems.
**CSR initiatives:**
HPCL a fortune 500 company is committed to create a positive impact on the Society and contribute to socio economic development as a part of their corporate Social Responsibility. HPCL’s initiatives on CSR have made significant contribution in education, infrastructure, welfare measures, health and hygiene, vocational training and employment generation, training in self-reliance, amenities for sufferers of natural disasters etc. The innovative measures taken by HPCL have resulted in securing long lasting improvements for the beneficiaries and society at large. HPCL took its first step in CSR during 1985-1986 with a modest budget of Rs. 18lakhs for welfare activities to benefit SC / STs and other weaker sections of the society under special component plan. Budget for the CSR projects subsequently rose every year and larger portions of under privileged masses were gradually included in the schemes. As a policy HPCL allocates certain Percentage of the net profit for each financial year to the special component plan, and CSR activities. The expenditure for 2005 – 06 is for SCP Projects and Rs.8crores for other CSR Projects. An ‘HPCL foundation’ is now operating to finance the CSR projects and also monitor the implementation of various schemes.

**Corporate level initiatives:**
1. Swavalamban: Providing free vocational training to low income group households.
2. Navjyot: To increase the health index of slum children.
3. Unnnati: Providing computer training to school children at Visakhapatnam and Vijayawada.
4. Nanhi kali: To support the girl child for getting quality school education in Mehaboobnagar district and Paderu region of Andhra Pradesh.

5. Suraksha: To prevent HIV/AIDS through training / lecturing to truck drivers at Highway retail outlets.

6. Global warming: Providing Knowledge to school children at Delhi and Goa through an operating partner CSR&L (Centre for Social Responsibility &Leadership). Apart from the above CSR activities specially undertaken by HPCL for specific groups, the other social development activities include associating with health care, education, environmental protection, agricultural development, rural reconstruction, water supply development etc. It can be said that HPCL has touched lives qualitatively acting as a corporate social ambassador by taking up the above activities.

8) CSR activities at HPCL Visakhapatnam Refinery:

- Activities on employee welfare

  1. HPCL upholds the freedom of association to all their employees by recognizing the workers unions.
  2. HPCL has established standard policies and practices to deal with collective bargaining by employees on issues of common interest.
  3. HPCL has signed Long Term settlements for salaries, wages and perks of employees.
  4. HPCL also signed agreements with employees associations that ensure Career Progression.
  5. Regular meeting are held at HPCL with the representatives of recognized unions for rationalization of manpower, monthly, targets, material and inventory maintenance, review of storage
facilities, housekeeping, quality, improvements, shift schedules and information sharing.

6. Senior Managers of HPCL regularly interact with employees to share the details of prevailing business environment, organization performance, growth strategies and future business plans.

7. HPCL is not supporting any forced or compulsory labor in any form and there to all labor laws in this regard.

8. HPCL is not engaging any persons below the age of 18 year as direct employee or even as a contract labor as per the Recruitment policy.

9. HPCL provides equal opportunity to the citizens of India in employment and avoids discrimination on any ground such as caste, color, gender and religion.

10. HPCL strictly follows Government Rules with regard to reservation for Scheduled Castes, scheduled tribes, other backward classes and physically handicapped persons.

11. HPCL employed maximum women employees in administrative offices, their percentage as compared to total employees being 7%.

- **Activities to enrich quality of life of the community**

1. HPCL is committed to project human lives both at the workplace and the resident in the vicinity of the company by deploying state- of the art technology.

2. Regularly maintenance of equipment is taken up for safety and security of the Employees and the inhabitants living in surrounding areas.
3. HPCL impaired extensive training to regular employees on ‘Safety Management’ and ‘Hazardous Process Management’.

4. HPCL has an approved policy for handling grievances of employees, shareholders and customers.

5. HPCL designed the standing orders followed by Non-Management employees and The conduct, Discipline and Appeal Rules for Management employees in such a way so as to take care of Human Rights compliance.

- **Activities to protect environment**

  a. HPCL refineries have developed systems and procedures for attaining compliance with international standards and reduced So2 emissions from 36 TPD in 1984 to less than 12 TPD.

  b. HPCL Visakhapatnam refinery has implemented the Environment Management System and has been certified by M/s SGS India Pvt Ltd for ISO 14001-2009.

  c. HPCL has reduced dependence on road transport for taking petroleum products to different storage terminals by laying product pipelines. This has reduced the use of trucks for transportation of petroleum products and contributed in reduction of auto emissions.

  d. HPCL is using environment friendly technologies such as Diesel Hydro Desulphurization for reducing the sulphur content in Diesel used by automobiles.

  e. HPCL has initiated a novel
concept of pay and use community cooking with log called rasoighar for below poverty line communities who are exposed to harmful smoke due to use of fire word for cooking. His will help them to overcome health problems such as ‘cataract’ due to smoke. the loss of wages due to collection effort for the fire word is also minimized. The negative effects of cutting trees for fire word leading to loss of green cover are also minimized.

• **Computer literacy project**  
Company has been imparted basic computer training to 3000 students studying in 8th, 9th and 10th standards in 9schools in Visakhapatnam through NIIT. These students come from poor families and their parents could not afford to buy computer or send their children for paid computer training.

• **Activities under special component plan**  
  a. In 2007-08 following activities involving the expense of Rs.5.75 Crores have been undertaken as a part of CSR.

  b. Primary Education: provided uniforms, notebooks library books, school furniture, stationery items, study material, lab equipment etc.

c. Scholarships: Scholarships was given to SC/ST and BC students from various colleges and Universities for graduation and PG studies.

d. Drinking water facility: Provided bore wells, tube wells, pumps, water storage tanks in tribal villages.
e. Health Care: conducted medical camps, Eyes camps and distributed free medicines and spectacles. Provided the medical equipment to hospitals and constructed a building for Blood Bank.

f. Vocational Training: Provided computer training for women provide draw materials to artisans to make handicraft items training was given to rural women.

g. Rehabilitation of persons with disabilities: Provided study material, artificial limbs, speech trainer, group hearing aids, Braille computers for blinds, Tricycles with PCO kiosks etc.

h. Community Hall: For villages and providing reading room as rurallibrary.

• **Unique features of CSR activities:**

1. The activities under the Special Component Plan are designed to benefit the less privileged strata for the society directly.

2. The plans are also helpful to provide the basic education, Vocational Training and also higher education to help the beneficiary to develop the skills for taking up a successful career.

3. The income generating schemes for women in tribal settlements and rural areas such as tailoring training, toy making, handicrafts
items etc. Are such that the beneficiaries will be able to earn sustainable income for the families.

4. Rehabilitation of persons with disabilities by providing the tools that enable the beneficiary to overcome his deficiency and work like a normal person. This will enhance his confidence level and give him the courage to lead a normal life.

5. The health care activities such as medical camps providing free medicines, hospital equipment and ambulance services are the essential services a corporate should provide as a part of CSR activity.

9. National Thermal Power Corporation Ltd. (NTPCL):
National Thermal Power Corporation (NTPC), India's power giant, was established in November 1975 to play a major role in the Indian power sector. Today, an installed capacity of 19,435 MW, the corporation is looking ahead with an ambitious corporate plan to achieve a capacity of 30,000 MW by the year 2007 and 40,000 MW by 2012. Operating 13 coal based and 7 gas based stations, with its share of about 19% of India's total installed capacity, generated 26% of the country's power. A consistent high level performer in operation, it provides the benchmark for the Indian power sector. Apart from power generation, which is the mainstay of the company has already ventured into consultancy, power trading, ash utilisation and coal mining. NTPC ranked 337th in the ‘2012, Forbes Global 2000’ ranking of the World’s biggest companies. It became a Maharatna company in May, 2010, one of the only four companies to be awarded this status. The total installed capacity of the company is 39,674 MW (including JVs) with 16 coal based and 7 gas based
stations, located across the country. In addition under JVs, 7 stations are coal based & another station uses naptha/LNG as fuel. The company has set a target to have an installed power generating capacity of 1,28,000 MW by the year 2032. The capacity will have a diversified fuel mix comprising 56% coal, 16% Gas, 11% Nuclear and 17% Renewable Energy Sources (RES) including hydro. By 2032, non-fossil fuel based generation capacity shall make up nearly 28% of NTPC’s portfolio. While more than quadrupling the turnover in the past seven years to Rs.20,344 cores in 2000-2001. The profit has now reached Rs. 3733.80 crores. NTPC improved its ranking on sales to 295 in 2000 from 299 in 1999 (as per Asia Week's survey off top 1000 companies of Asia pacific region including Japan). Also NTPC has been ranked as 31st largest on netprofit in 1999 against 40th rank in 1998. In the Indian corporate sector, NTPC ranked first interms of profit and 7th in terms of sales volume as per survey of 'Asia week'. In a study conducted by DATA MONITOR, UK, NTPC has been ranked as the SIXTH (6TH) LARGEST thermal power utility in terms of generation of electricity and the SECONDMOST EFFICIENT in capacity utilization among the thermal utilities of the world during the year 1998.

- **Achievements:**
  - In 1997 this company got Navratna Status
  - In 2004 it made listed Company
  - In 2010 this company got Maharatna Status & make follow up public offer
  - 1 IPP in the world by Platts 250 ranking in 2012
  - 10th largest power generator in the world, 3rd largest in Asia & 1st in India
• 337th largest company in the world (FORBES Ranking – 2012)
• 3rd Best Company in India to work for(ET & Great Place To Work Institute -2012)

• **Mission:**

“Develop and provide reliable power, related products and services at competitive prices, integrating multiple energy sources with innovative and eco-friendly technologies and contribute to society.”

• **Core Values:**
  - Business Ethics
  - Environmentally & Economically Sustainable
  - Customer Focus
  - Organisational & Professional Pride
  - Mutual Respect & Trust
  - Motivating Self & others
  - Innovation & Speed
  - Total Quality for Excellence
  - Transparent & Respected Organisation
  - Enterprising
  - Devoted

• **Business Development:**

NTPC, with a rich experience of engineering, construction and operation of around 35,000 MW of thermal generating capacity, is the largest and one of the most efficient power companies in India, having operations that match the global standards. Commensurate with our country’s growth challenges, NTPC has embarked upon an ambitious plan to attain a total installed capacity of 128,000 MW
by 2032. Towards this end, NTPC has adopted a multi-pronged strategy such as Greenfield Projects, Brownfield Projects, Joint Venture and Acquisition route. Apart from this, NTPC has also adopted the Diversification Strategy in related business areas, such as, Services, Coal Mining, Power Trading, Power Exchange, Manufacturing to ensure robustness and growth of the company. At NTPC, People before Plant Load Factor is the mantra that guides all HR related policies. NTPC has been awarded No.1, Best Workplace in India among large organizations and the best PSU for the year 2010, by the Great Places to Work Institute, India Chapter in collaboration with The Economic Times. The concept of Corporate Social Responsibility is deeply ingrained in NTPC's culture. Through its expansive CSR initiatives, NTPC strives to develop mutual trust with the communities that surround its power stations.

**Drivers of CSR:**

NTPC has been a socially committed organization since inception. NTPC's mission statement includes "to be a responsible corporate citizen with thrust on environment protection, rehabilitation and ash utilization." In pursuance of the vision and mission, NTPC had a specific corporate objective towards sustainable power development as follows:

- To contribute to sustainable power development by functioning as a responsible corporate citizen and discharge social responsibilities in the areas of environment protection and rehabilitation.
- The corporation will strive to utilize the ash produced at its stations to the maximum extent possible.
For achieving its mission and objective, NTPC formulated specific policies, as delineated in subsequent paras of this note. The policies were formulated to address the issue of corporate social responsibility in a comprehensive and systematic manner.

• **Commitment for CSR**

NTPC’s sole endeavor is to institutionalize social responsibility at various levels to add value to the community and society on a sustainable basis through dedicated policies, institutional setup and engagement process to promote inclusive growth and improve quality of life of people in surrounding areas. Engagement of community in acceptance of specific CSR initiatives inculcates a sense of ownership among the people and plays a vital role in smooth and successful implementation of schemes. According to Mr Arup Roy Choudhury, CMD, NTPC states that “we value the partnerships we build with the communities around our units. For us Corporate Social Responsibility is Corporate Social Relationship”

• **Pillars of CSR:**

The pillars include the Policies, Structure, Budget & Process the initiation of CSR activity as follows:

- Initial Community Development (ICD) : Policy mandating CD from project Inception
- Resettlement & Rehabilitation (R&R): Policy envisaging CD during project development
- CSR-Community Development (CSR-CD): Policy issued in Jul’2004 (revised in Aug’ 10 in line with DPE guidelines) for CD activities during operational phase
Committee of the Board for CSR: To guide, approve & review CSR activity

3Tier Structure: At Corporate, Regions & Units with defined responsibilities

NTPC Foundation: For national level initiatives with focus on persons with special abilities

Budget Allocation: Overall Allocation by Board of Directors & Allocation against specific activities by Committee of Board for CSR

Planning: Bottom up Approach, Need Assessment Survey, Stakeholder consultation (VDAC, Admin, RPDAC, People’s representatives)

Implementation: In Project mode with defined deliverables & timelines & through specialized agencies & EVOICE

Monitoring & Evaluation: Regular monitoring at Units, Regions, Corporate with monthly & quarterly reporting & Internal Audit & Impact Evaluation by External Agencies

Documentation & Communication: Reporting to Committee of Board & Annual Reports, Internet, Intranet, Annual Brochure, etc.
• **Policies in NTPC on Social Responsibilities**

NTPC adopted a visionary approach to address the issue of corporate social responsibility since inception. NTPC management takes every care to promote and fulfil there creational and health requirements of the youth; and the innate urges of different social groups to meaningfully project their cultural traditions and social values. A sense of pride and respect for the cultural ethos and social moorings of the employees is developed by the management as a conscious effort towards National Integration. Besides, the management views the indulgence of its employees in the sports and cultural activities as a source of satisfying the latent needs of the employees for creativity, accomplishment, development and recognition. Therefore, the management has endeavored to provide facilities in all its projects/stations for the welfare of employees and for the pursuit and practice of various games and sports, and fine arts namely, dance, drama, music, painting, sculpture etc. The Corporate Human Resources Department also formulated the policies on "Facilities to be given to landoustees" whose land is expropriated for setting up the power project; policy on educational facilities for the children of employees as early as 1980. Further, institutional mechanism like participative forums for employees and environment group were established as early as 1980 itself. Specific guidelines were formulated on Engagement of Contractors workers and staff. The brief of the policies formulated is given below.

• **Education & Empowerment:**

NTPC has been providing quality primary and secondary schooling facilities to the children of its staff and that of neighbouring community in its township located all over India. For this purpose,
NTPC provides funds to schools for equipments, etc. and to also meet their recurring expenditure deficits on need basis. In all NTPC opened 45 schools in its township located all over India in which approximately 43405 students are studying. The schools are categorized in the following manner: State schools run on state syllabus and as per State Government norms. Central Schools, which run as per KendriyaVidyalayaSangathan (KVS) norms; and Private schools run by various management such as Delhi Public School, DAV Society, Chinmaya Mission etc.

**a. Education Key Initiatives**

- Supporting 500 schools, 26 ITIs, 3 Polytechnics and 3 Engineering Colleges around NTPC locations benefiting about 50,000 students every year
- Construction/ Repair of class rooms, toilets, boundary walls, kitchen sheds in schools
- Scholarships, awards, solar lanterns, school bags, uniforms, books & stationeries etc.
- Benefitted close to 3 lakh students so far

**b. Skill Development Initiatives**

- Skill upgradation programs for women (tailoring, beautician course, embroideryetc), Distribution of Sewing Machines to promote self-employment.

- Programs for village youth like welding, electrician, motor winding, motordriving, IT related training etc.

- Benefitted close to 24,000 in last three years
• **Workers Education Scheme**

The scheme, operated in collaboration with the Central Board of Workers' Education (CBWE), covers all employees in the workman category irrespective of their educational qualification. The policy provides for books and stationery free of cost, daily time off for attending classes, award of certificates on successful completion of the course and cash awards to outstanding participants.

• **Adult Education Scheme**

The scheme is introduced with a view to meet NTPC's social obligations towards propagation of adult education consistent with the aims and objects of National Adult Education Program. The Scheme aims at providing functional adult literacy with a view to endow the illiterate with skills for self-directed learning to reliance and active involvement in their environment. Specifically it aims to impart functional literacy supportive of self development program - to improve the level of awareness and communication skills including literacy and functional upgradation. The Scheme is meant for the civilians at large living in and around NTPC's project areas and is specifically directed towards the adult workers in the employment of NTPC (including their spouses) and its contractor/sub-contractors. The preferred age group of the persons is 15-35 years. The honorarium of Rs.800/- and Rs.400/- being paid to adult education teachers/instructors.

• **Children's Education Scheme**

The company reimburses the expenditure incurred by the regular employees towards tuition fees and / or hostel charges for their
children. NTPC also has a policy of scholarship for the children of the regular employees who join professional courses.

• **Neighbouring Communities**

For the benefits of the land oustees and the villagers of the neighboring affected villages, NTPC under the policy on R&R establishes / augments the infrastructure facilities for education like the primary school, furniture and equipment in the school. The children of land oustees are also provided with free books and stationery as per the need. The land oustees are also sponsored for professional courses for enhancing their employability. NTPC also has a policy of scholarship for the scheduled Caste / Scheduled Tribe children, who join professional courses. The scholarship is provided for 3 years during the course of study.

• **Health & Infrastructure:**

The organization provides comprehensive medical care to employees and their families inclusive of primitive, curative and preventive healthcare. It also provides adequate health care to the community around the project sites. With 17 well-equipped project hospitals at its project sites with 700 hospital beds and 58 empanelled hospitals located centrally and at regions, it achieves the above objectives. A fully dedicated team of 250 Doctors and around 1000 Para medical staff, NTPC takes scarce quality medical care to the doorsteps of employees in the project in locations where even Govt. Primary Health Care is sadly inadequate. While 7 of the 17 hospitals provide primary and emergency health care, the other 10 major hospitals also provide secondary health care. The empanelled hospitals provide the
tertiary health care services. With the above efforts the mean employee age has increased.

• **Regular Employees:**
All regular employees, trainees and apprentices and their family members are fully covered under the medical policy of NTPC. Full-fledged company hospitals have been established in the projects township. In addition to provision of allopathic system, NTPC promotes the alternative systems like homeopathic and ayurvedic system of medicine. NTPC also has a policy of annual comprehensive health check-up for the employees above the age of 45 years, and health check up once in two years for the employees in the age groups of 40 – 45. The employees working in hazardous areas in the project undergo regular comprehensive health check-up.

• **Social security for Retired employees**
NTPC has a contributory scheme for provision of medical facilities on superannuation for the employees and their spouses.

• **Land Oustees**
NTPC has a specific scheme for medical facilities to the land oustees and their families wherein 80% rebate is given for the consultation charges and for indoor treatment in NTPC hospitals. NTPC also facilitates health insurance scheme for land oustees through the insurance companies and contributes partly to annual insurance premium to be paid by the land oustees.
• **Community Development**
NTPC provides basic infrastructure for the primary health center / dispensaries in the affected villages. In addition, NTPC has been extending medical facilities in its project hospitals to the needy and poor people free of cost. Regular health checkups of the students are organized in the neighboring villages. Spreading the social concern to the surrounding areas, the National Program enforced by the Family Planning camps, Blood donation camps, immunization schedules, Eye camps, Heart disease prevention camps, cancer detection camps, school medical checkups etc. are organized for non-entitled people at the project hospitals at places where the Govt. Primary Health Care is sadly inadequate.

• **Safe Drinking Water System**
More than 27 villages were benefited with Safe Drinking Water System at Simhadri plant
- Geological and Hydrological investigation undertaken for source selection.
- Received enthusiastic response from stakeholders through financial (Rs. 9.7 lakhs by village panchayats) and non-financial contribution to execute these schemes.
- Regular monitoring by NTPC, RWS and District Collector.
- Post-completion and commissioning, schemes handed over to respective village panchayats.
- Committee formed by communities for O&M and ensuring scheme’s self sustainability.
• **Support for Physically challenged people & Others**
NTPC has been organizing free medical camps periodically in many of its projects for the benefit of disabled persons. Special equipment for the aid of disabled persons has also been distributed at out projects. Accommodation is provided by our projects to any agency/voluntary organization for the aid of disabled persons, besides providing any other assistance. Provided Hearing aids, calipers, Tricycles & wheel chairs, etc. to the identified 172 persons by conducting camp in association with NIOH, Kolkata.

- 7 Information & Communication Technology (ICT) Centres benefitting more than 1,600 PCPs.
- Disability Rehabilitation Centre (DRC) at 5 NTPC stations providing rehabilitation / restorative surgery to about 24,000 cases, in collaboration with National Institute of Orthopedically Handicapped (NIOH)

• **Rural Sports**
NTPC also lays stress on rural sports and projects conduct rural meets on annual basis. It also encourages the local schools in the vicinity to conduct games/tournaments and provides them facilities in terms of sports equipments, grounds etc. Inter School Sports Meet within the projects are also held on a regular basis to identify young talent among the children of our employees as well as neighborhood.

• **National Calamities**
NTPC from time to time has donated towards the various Relief Funds at the time of natural calamities to the Prime Minister's National Relief Fund, Prime Minister's National Defenses Fund, Chief Ministers Relief Fund of Maharashtra, Gujarat, Rajasthan,
Orissa, Madhya Pradesh, West Bengal. In addition to this, NTPC has sent teams of Doctors, Engineers to the affected areas for restoration works.

NTPC undertook a massive relief and restoration work for the benefit of persons affected by the earthquake that occurred in Bhuj in Gujarat on 26.02.01. NTPC undertook to run community kitchens in the affected areas besides providing relief material to the affected persons. Doctors from NTPC worked day and night to provide medical assistance. Engineers undertook to carry out massive repair jobs necessary for restoring electrical distribution systems.

- **Social Security for Old age/retirement**
  NTPC provides the following benefits:-
  - Employees provident fund
  - Gratuity
  - Employees voluntary benevolent fund
  - Self contributory superannuation benefit (Pension Scheme)

- **Safety:**
  - Safety policy has been drawn up and communicated to all the employees at Projects / Stations
  - Guidelines have been formulated for constituting committees to conduct in quiries in cases of various types of accidents and dangerous occurrences, to prevent their recurrence in future.
  - A detailed procedure for reporting of accidents and dangerous occurrences has been prepared. Detailed Safety Rules for
construction and erection, electrical and mechanical have been prepared to ensure the safety of the employees working in Construction, Operation and Maintenance Plants.

- All NTPC projects/stations are having Disaster management Plans to ensure the safety of people and protection of the environment in case of any disaster. Regular mock drills are organized at regular intervals to educate the people and keep the system in readiness.
- Personal protective equipment is provided to all the employees at projects, who are working in hazardous areas. Fire Detection and Protection System have been provided at all vulnerable areas. Effective functioning of the system is ensured through periodical inspection and monitoring.

- Comprehensive Safety Clauses have been incorporated in the General Conditions of the Contract for Construction & Erection and Operation & Maintenance Works to ensure the safety of the contractors' employees.

- NTPC organizes Safety Audit of all its Projects/Stations every year by the Safety officers of the other projects. The Safety Audit is done by external professional agencies like National Safety Council, Loss Prevention Association of India, Tata Risk Management Services of India etc. to identify the hazardous conditions and take appropriate corrective action.

- NTPC Projects/Stations has received many National/International Safety Awards. During the year 2000, eleven NTPC
projects/stations received Safety Awards from British Safety Council. In May 2000, NCPP-Dadri station has also received Shreshtha Surakasha Puraskar Award from National Safety Council of India for outstanding achievement in Safety performance and Management.

• **Resettlement & Rehabilitation (R&R)**
  During the execution of the first generation projects, though there had been no specific guidelines either from the State or Center on rehabilitation and resettlement, NTPC on its own had implemented limited measures. Progressively, efforts are being made to improve upon the programme implemented earlier.

  The following facilities were being considered for the land oustees or nominees of land oustees under the basic guidelines followed by NTPC since 1980:
  i) Employment (subject to vacancies and suitability of land oustees)
  ii) Shop allotment
  iii) Petty contract works
  A comprehensive R&R policy was formulated in 1991 and subsequently revised in May, 1993 for implementation at the existing and upcoming projects. R&R is treated as a responsibility and commitment and not as a charity or welfare measure.

  The policy has been framed with a clear objective that NTPC will take measures so that PAPs are enumerated on the basis of loss of livelihood and not loss of land alone and on individual basis instead of family basis. The policy, therefore, is applicable to agricultural laborers, tribals, landless laborers cultivating Government Land, tenant tillers etc. as well.
There are total twelve categories of PAPs. Depending on the category of PAPs, there habilitation options includes:

“Land for land”
Self-employment such as dairy, poultry, handicraft etc.
Shops
Award of petty contracts
Jobs

The resettlement includes:

Developed alternate free house plot in resettlement colony with necessary infrastructure facilities.
Transport arrangement for belongings and reusable material

For establishing the base line data for each PAP and to enable the preparation of suitable Rehabilitation Action Plan (RAP), a detailed socio-economic survey (SES) is conducted through reputed institutions. For old projects, a retrofit socio-economic study (RSES) is carried out through reputed institutions and a Remedial Action Plan (ReAP) is prepared. In addition the infrastructure facilities are created/augmented based on the finding of survey. The RAP / ReAPs finalized in a consultative manner with PAPs. The RAP / ReAP includes plan for resettling PAPs in resettlement colonies, providing them infrastructure facilities and also ways and means of rehabilitation to be provided to these PAPs as per NTPC R&R policy.

• Community Development

NTPC has been providing basic infrastructure facilities and amenities in their settlement colonies and the affected villages to provide reasonable standard of community life. These include village roads,
drainage, drinking water facilities, community halls, augmentation of primary health centers, primary schools, streetlights etc.

- **Environment**

NTPC, while spearheading the process of accelerated development of the power sector in the country, is equally conscious of the environmental degradation and continues to take various pro-active measures for protection of the environment and ecology around its projects. Environmental Auditing and extensive Pollution Monitoring is carried out at all stations and has led to better compliance of the environmental norms and helped in timely renewal of the Air and Water Consents of stations. NTPC was the first among the power utilities in India to start Environment Impact Assessment (EIA) studies to identify and evolve suitable mitigatory measures at the project appraisal stage itself. These measures are in-built in the designs during project engineering stage and are incorporated in the construction stage. Once the plants come into operation, regular monitoring of various environmental parameters and periodic Environmental Audit and Reviews are conducted and suitable remedial actions are taken to ensure compliance with statutory requirements. Close interaction is maintained with various regulatory bodies and financial institutions in order to keep abreast with the latest developments in the field of environment. Efficient operation, maintenance and sound environment management features in all its operating stations.

- **Environment Policy and Management System**

NTPC is the first public utility in the country to bring out a comprehensive document in November 1995 entitled "NTPC
Environment Policy and Environment Management System". The Environment Policy envisages the following principles:

a) To adopt proactive approach in Environmental Protection.

b) To operate and maintain the various pollution control devices and equipments at optimum efficiency.

c) To adopt latest technologies, as far as feasible and to achieve continual environmental improvement through retrofit, recirculation/reuse, integrated treatment schemes etc.

d) To conserve resources by efficient utilization and to minimize waste to the extent feasible.

e) To devise environmentally sound policies for maximizing ash utilization.

f) To inculcate the culture of environmental care among all employees and further enhance the 'green Image' of NTPC.

• **Accreditation of ISO-14001 Certification**

As a Corporate Policy, NTPC has taken various proactive measures for strengthening its environmental management functions and for protection of the environment. Fifteen of its power stations have been accredited with ISO-14001 certification. Actions also have been initiated for achieving ISO-14001 for other stations.

• **Rewards for Environmental Performance**

In recognition to the initiation and implementation of various environmental measures, the NTPC had received several awards such as:

NTPC-Kahalgaon has received award on "Excellence in Environment Management1999", Talcher-Kaniha has received 'Pollution Control Excellence Award 1999' and ExcellentPollution
Control Award for Kayamkulam from respective State Pollution Control Boards. In addition Talcher-Kaniha and Ramagundam have received "Environment Performance Awards" and Feroze Gandhi Unchahar and Dadri thermal power stations have received awards on 'Ash utilisation and its Safe Disposal" from council of Power Utilities and Central Board of Irrigation & Power. NTPC also received "Jawahar Lal Nehru Memorial Award,1999 for Best Environment and Ecological Implementation" from International Greenland Society, Indo-German Green Tech Environment Excellence Award 1999 – 2000 for Corporate Centre, Dadri and Kawas Station and the Golden Peacock Environment Management Award -2001 from the World Environment Foundation, Excellent Environmental & Ecological Implementation Award 2000 – 2001 from International Greenland Society, Hyderabad. NTPC Kahalgaon received Industrial Pollution Control Award, 2000 – 2001 from Bihar State Pollution Control Board, Patna.

- Afforestation
Green belts and massive plantations continues to be done at its projects and till date around 14.9 million trees have been planted at its different projects. Further, in accordance with the decision taken by Ministry of Power, Government of India, necessary action is underway for creation of Special Purpose Vehicle (SPV) for Afforestation. Afforestation is yet another area which needs careful consideration. Massive afforestation is required in and around power plants to act as a sink to the pollutants. Coal burnt in a 1000 MW power plant is around 4 million tonnes per annum resulting in around 5million tonnes of carbon dioxide emissions annually. In order to sequester this carbon dioxide, around 400 sq. km of forests having
plants with 8-10 years of age would be required. In addition, serious attempts may have to be made to reclaim the abandoned ash ponds. Scientific research has shown that waste land can be successfully converted into green forests, if proper care is taken to select the species of plants. Thus abandoned ash ponds can be successfully reclaimed as already done at Ramagundam. In NTPC, in view of the above, around 14.9 million trees have already been planted in and around its power stations. Further, a concept of "Special Purpose Vehicle (SPV) for afforestation has been thought of recently with the objective of creating forest bank to act as sink for Green House Gas emissions, increase the national forest cover, as also, for speedy forest clearance for power projects. Power plants acquire sizable chunk of land for setting up power plants and extending transmission lines. In most of the power plants, acquisition of forest land is also involved which needs forest clearance from State Authorities and MoEF. The existing system of Compensatory Afforestation, is a long drawn process and delays the implementation of power projects resulting in cost and time over run of the project. The role of Special Purpose Vehicle (SPV) is envisaged to identify suitable land for afforestation through MoEF and State Forest Department and maintain a buffer of such forest cover. This forest bank is to be treated as 'Compensatory Afforestation" and to be scored off against diversion of forest land for setting up of power plants. This arrangement, if implemented, is expected to increase the national forest cover, convert degraded and denuded forest land in rich forests and also speed up clearance of forest land for Power Plants from Central and State Authorities.
9) Steel Authority of India Limited (SAIL)

Steel Authority of India Limited (SAIL) is the leading steel-making company in India. It is a fully integrated iron and steel maker, producing both basic and special steels for domestic construction, engineering, power, railway, automotive and defence industries and for sale in export markets. SAIL is also among the five Maharatnas of the country's Central Public Sector Enterprises.

SAIL manufactures and sells a broad range of steel products, including hot and cold rolled sheets and coils, galvanized sheets, electrical sheets, structural, railway products, plates, bars and rods, stainless steel and other alloy steels. SAIL produces iron and steel at five integrated plants and three special steel plants, located principally in the eastern and central regions of India and situated close to domestic sources of raw materials, including the Company's iron ore, limestone and dolomite mines. The company has the distinction of being India’s second largest producer of iron ore and of having the country’s second largest mines network. This gives SAIL a competitive edge in terms of captive availability of iron ore, limestone, and dolomite which are inputs for steel making. SAIL's wide range of long and flat steel products is much in demand in the domestic as well as the international market. This vital responsibility is carried out by SAIL's own Central Marketing Organisation (CMO) that transacts business through its network of 37 Branch Sales Offices spread across the four regions, 25 Departmental Warehouses, 42 Consignment Agents and 27 Customer Contact Offices. CMO’s domestic marketing effort is supplemented by its ever widening network of rural dealers who meet the demands of the smallest customers in the remotest corners of the country. With the total

182
number of dealers over 2000, SAIL's wide marketing spread ensures availability of quality steel in virtually all the districts of the country.

• **History of SAIL:**

SAIL traces its origin to the formative years of an emerging nation - India. After independence the builders of modern India worked with a vision - to lay the infrastructure for rapid industrialisation of the country. The steel sector was to propel the economic growth. Hindustan Steel Private Limited was set up on January 19, 1954.

• **Expanding Horizon (1959-1973)**

Hindustan Steel (HSL) was initially designed to manage only one plant that was coming up at Rourkela. For Bhilai and Durgapur Steel Plants, the preliminary work was done by the Iron and Steel Ministry. From April 1957, the supervision and control of these two steel plants were also transferred to Hindustan Steel. The registered office was originally in New Delhi. It moved to Calcutta in July 1956, and ultimately to Ranchi in December 1959. The 1 MT phases of Bhilai and Rourkela Steel Plants were completed by the end of December 1961. The 1 MT phase of Durgapur Steel Plant was completed in January 1962 after commissioning of the Wheel and Axle plant. The crude steel production of HSL went up from .158 MT (1959-60) to 1.6 MT. A new steel company, Bokaro Steel Limited, was incorporated in January 1964 to construct and operate the steel plant at Bokaro. The second phase of Bhilai Steel Plant was completed in September 1967 after commissioning of the Wire Rod Mill. The last unit of the 1.8 MT phase of Rourkela - the Tandem Mill – was commissioned in February 1968, and the 1.6 MT stage of Durgapur Steel Plant was completed in August 1969 after
commissioning of the Furnace in SMS. Thus, with the completion of the 2.5 MT stage at Bhilai, 1.8 MT at Rourkela and 1.6 MT at Durgapur, the total crude steel production capacity of HSL was raised to 3.7 MT in 1968-69 and subsequently to 4MT in 1972-73.

**Holding Company**

The Ministry of Steel and Mines drafted a policy statement to evolve a new model for managing industry. The policy statement was presented to the Parliament on December 2, 1972. On this basis the concept of creating a holding company to manage inputs and outputs under one umbrella was mooted. This led to the formation of Steel Authority of India Ltd. The company, incorporated on January 24, 1973 with an authorized capital of Rs. 2000 crore, was made responsible for managing five integrated steel plants at Bhilai, Bokaro, Durgapur, Rourkela and Burnpur, the Alloy Steel Plant and the Salem Steel Plant. In 1978 SAIL was restructured as an operating company. Since its inception, SAIL has been instrumental in laying a sound infrastructure for the industrial development of the country. Besides, it has immensely contributed to the development of technical and managerial expertise. It has triggered the secondary and tertiary waves of economic growth by continuously providing the inputs for the consuming industry.

**Vision:**

To be a respected world class corporation and the leader in Indian steel business in quality, productivity, profitability and customer satisfaction.
• Modernisation & Expansion of SAIL:
SAIL, is in the process of modernizing and expanding its production units, raw material resources and other facilities to maintain its dominant position in the Indian steel market. The objective is to achieve a production capacity of 26.2 MTPA of Hot Metal from the base level production of 14.6 MTPA (2006-07 – Actual). Orders for all major packages of ISP & SSP and part packages of BSL, BSP, RSP & DSP Expansion have been placed and these packages are in various stages of implementation.

• Objective of Expansion Plan
  ➢ 100% production of steel through Basic Oxygen Furnace (BOF) route
  ➢ 100% processing of steel through continuous casting
  ➢ Value addition by reduction of semi-finished steel
  ➢ Auxiliary fuel injection system in all the Blast Furnaces
  ➢ State-of-art process control computerization / automation
  ➢ State-of-art online testing and quality control
  ➢ Energy saving schemes
  ➢ Secondary refining
  ➢ Adherence to environment norms

• Steel Authority of India Ltd: CSR Initiatives
SAIL is India’s largest and among the leading steel producers in the world. The company owns and operates eight manufacturing plants. Five integrated steel plants at Bhilai, Durgapur, Rourkela, Bokaro & Burnpur producing carbon steels and three plants at Durgapur, Salem, and Bhadravati making alloy steels, stainless and special steel. The Company is committed to linking business opportunity and corporate
responsibility in ways that fulfil one of SAIL’s core purpose. To make a meaningful difference in people’s lives. Some of the major initiatives include the following:

- **Education:**
  The company supports around 138 schools in the peripheral areas of SAIL’s plants /units in the country. More than 80,000 children receive education in these centres, a majority of which is located within 1-2 Kms of the target population making education easily accessible. Also Special Schools have been setup for underprivileged children, who have never been to school earlier at the five Integrated Steel Plants providing free education, “AkshayPatra” mid-day meals scheme, free transport, free text-books, stationary items etc.

- **Healthcare:**
  SAIL has been successfully operating 39 Hospitals, 40 Primary Health Centres, and 11 Reproductive & Child Health Centres. These estimates have resulted in access to improved health infrastructure and related benefits for about 2.2 million people. The four general hospitals of SAIL at Bhilai, Durgapur, Bokaro & Rourkela are the nerve centres of the company’s healthcare initiatives. Each equipped with over 700 beds, these are considered to be the apex referral institutes in respective states. The company has organized 49 Health Camps in 6 states (Bihar, Jharkhand, Chattisgarh, Orissa, West Bengal and Tamil Nadu) providing free health checkups, pathological laboratory treatment, common medicines, immunization, etc. to over 2.5 lakh of the needy population. Also the national programme on HIV/AIDS Prevention and Control Programme is being implemented by SAIL in its capacity of an inter-sectoral collaborator of the

- **Water & Sanitation:**
  Each SAIL plant has ensured that villages within the radius of 20 kms of its township have access to potable water. This has been done by installing 1831 water sources, including bore wells, hand pumps, overhead tanks, ponds etc. The company constructs on an average 157 water infrastructure every year for people living in far-flung areas.

- **Roads:**
  SAIL has been involved in the construction and repair of 33 kms of pucca roads per year, thereby providing nearly 2 lakhs people across 435 villages access to modern infrastructure facilities every year.

- **Ancillary Development:**
  SAIL has been developing ancillary industries from as early as 1978. Approximately 1861 units are recognized by the company as ancillary units. On an average the company has been adding 42 units annually thus creating employment for more than 700 people each year. The company has reserved a number of items exclusively for procurement from these ancillary units. The company has been supporting these industries by providing land, supply of potable water, and other infrastructure facilities.
• Creating Sustainable Incomes:
SAIL is constantly working to identify various areas where training and help to the communities can be imparted so as to make them self-sustaining units. The programmes promote rural savings and credit, natural resource management, village infrastructure development, increased agricultural productivity through better resource management and intensive cropping.

• Sports:
Promotion of sports has been an integral part of the corporate philosophy of SAIL right from its inception. The company has setup 4 sports academies, viz. a hockey academy at Rourkela, an athletics academy for boys at Bhilai, an athletics academy for girls at Durgapur, and a football academy at Bokaro. Continuous emphasis on sports activities has helped develop players who have gone on to compete at state and national level tournaments. As an organization, SAIL also undertakes sponsorship of various major sporting events.

• SAIL Model Villages:
At present SAIL has adopted 79 villages across the country for undertaking comprehensive development as SAIL Model Villages. In these villages, initiatives are being taken with respect to Medical & Healthcare Services, Education, Sanitation, Roads, Employment Generation, etc.
10) Coca-Cola Multinational:

Today, Coca-Cola Enterprises the local level, work side-by-side with the customers (CCE) is among the world’s third-largest Coca-Cola bottler every day in the stores, shops and markets where ever by volume and serves the countries of Belgium, France, products are sold. Great Britain, Luxembourg, the Netherlands, Norway and In 1986 first listed on the New York Stock Sweden, with leading positions in the non alcoholic Exchange (NYSE: CCE), company roots go back to ready-to-drink category products in each nation. Coca- the birth of the Coca-Cola bottling business in the 19th Century. CCE Enterprises provides products and services all over century. CCE first expanded from its North American the world that meet the beverage demand and business roots to Europe in 1993 with the purchase of bottling needs of thousands of retail customers. As Coca- Cola is rights in the Netherlands. In 2010, The Coca-Cola the third largest bottler in the world and the company’s Company acquired the North American operations and portfolio encompasses a full range of beverage categories, today, company serves customers and consumers in including energy drinks, still and sparkling waters, juices, Belgium, Great Britain, France, Luxembourg, the sports drinks, fruit drinks, coffee-based beverages and Netherlands, Norway and Sweden. In each nation and teas. Coca-Cola Enterprises' product portfolio includes the local community, company strive to be an outstanding world's renowned greatest brands and beverages. corporate citizen `Working closely with their customers, the company ensures availability in the right place at the right moment

The Best Brands in the World: Coca-Cola Enterprises 'with outstanding marketplace execution. continually working towards the
exciting new Major focus of the company is on customer innovations, extensive brand portfolio includes the best, relationships that are central to company’s effort to most popular beverage brands in the world, as well generate superior marketplace execution, which is a introduced regularly new range of products. top ten cornerstone of Coca-Cola Enterprises’ operating brands of the CCE company are: Coca-Cola, diet coke, philosophy and strategy. Companies dedicated fanta, coca-cola zero, Capri sun, Schweppes, Sprite, employees, empowered and accountable for decisions at Chaud fontaine, Minute Maid, Dr. Pepper.

11) Britannia Industries Ltd: Britannia one of the India’s largest food brands recognized for its best and innovative products, services and marketing. In the year 1892 the company was started in Calcutta with just Rs. 295 and today the company is known as Britannia. In context to CSR initiatives has focused upon health care sector, by providing healthy food products at minimal prices and with best quality.

12) ONGC: Oil and Natural Gas Corporation Limited (ONGC) is founded on 14 August 1956 is a state owned company. Oil and natural gas Company contributes 77% of India's crude oil production and 81% of India's natural gas production. Company is ranked as a second highest profit making Business Corporation of India. Indian government has 74.14% equity stake in this company. ‘ONGC is Asia's largest and most active company involved in exploration and production of oil. It is involved in exploring for and exploiting hydrocarbons in 26 sedimentary basins of India. It owns and operates more than 11,000 kilometers of pipelines in India.’
3.2. **CONCLUDING REMARK:-**

Companies are taking severe efforts for the sustained development; several critics still are inquiring the conception of CSR. There are several persons who claim that CSR underlies a few mysterious motives while others believe that it as a myth. The fact is that CSR is not a method for brand construction however; it creates an internal brand between its employees. Indulging into actions that support to society in one way and the other hand only join the goodwill of a companies. CSR is the task of everybody i.e. business corporations, governments, individuals as of there asons: the income is earned only from the society and therefore it should be given back; thus wealth is aimed for use by the self and the public; the essential purpose behind all types of business is to quench the hunger of the mankind as a whole; the essential purpose of all business is only to support people. CSR cannot be an added extra- it must run into the core of all business” ethics, and its management of employees as well as customers. Thus, CSR is becoming a fast-developing and more and more competitive ground. The case for representing corporate responsibility is reaching powerful as prospect between key views of formers; clients as well as the public are increasing. Being a good corporate citizen is ever more crucial for the commercial achievement and the key of lies in similar public prospect and priorities, and in communicating association and achievements broadly and successfully.
References:


