

A Small Act of Charity matters- A CSR Initiative

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I. INTRODUCTION

Corporate Social Responsibility (CSR) is a powerful medium for Social and Community development. This is the effective platform for social and emotional connect between Industry , Business organization and the society, create opportunity for giving back to the society .In the words of Jamsetji Tata ,” You must give back to Society many times over what we get from them”.

Community is one of the biggest stake holder of any business or industry and giving back to the society is one of objective of any business house. The major expectations of the society from the Business Houses are lively hood generation by way of direct or indirect job, opportunity for supply of material, equipment, manpower, minor contracting or other small business opportunities etc. The indirect expectations are skill training, Health services, education support, water supply and Sewer treatment facilities, Transport facilities, Emergency Support in Flood, Earth Quake or cyclone, It could also be by way of financial support and participation in Social functions like festivals and marriages, building a religious or historical monument etc. The support should be need based and the cost benefit and impact need to be studied before implementation.

These type social activities are not a matter of choice but completion for sustaining and growing business. Looking at the current scenario the Government have introduced several regulations, fixed norms for the industries depending upon the nature business, profitability, social impact etc. But no CSR activities will be successful without behavioral engagement of the society and Industry on a continuous basis in a major scale not limited to the Welfare foundation or the HR Department.

Over a period of time Indian business and Industry have grown many fold with making of Mega Corporates, Globalization of Indian Business, Rapid Growth of IT and communication, Healthcare etc. and creating wealth for them as per Business India Data the net sales turnover at corporate India putting PSU, MNC and private sector in the year 2014 is 45,19,058 Cr and PAT is 3,34,892 Cr. (Refer Table 1 and 2)

Turnover of Leading business Houses , 2014

Table-1(Figures in Rs. Cr)

Group	Net Sales	PAT	Total Assets	M cap
1. PSU group	1,701,786	108,257	917850	1387,273
2. MNC group	231,768	26,087	69979	1029,221
3. Tata group	560,629	38,144	224153	810,745
4. Reliance Ind	434,460	22,458	148651	323,222
5. Infosys	50,133	10,656	7017	232,649

(Source: Business India .The magazine of the Corporate World,Nov.24-Dec.7,2014, pg. 39).

The total asset stands at 24,95,478 Cr, our public sector units all put together achieved a sales turnover at 17,01,786 Cr and MNC group at 2,31,768 Cr.

Some of the large corporate houses like Tata, Reliance, Aditya Birla Group achieved net sales 5,60,629 Cr, 4,34,460 Cr and 1,90,997 Cr respectively

Indian Corporate Turnover in 2014

Table -2,

	PSU	Pvt. Cos	Figure in CR Total	Change (%)
Net sales	1,701,786	2,817,272	4,519,058	38
PAT	108,257	226,635	334,892	32
Total Assets	917,850	1,577,628	2,495,478	37
Market Cap	1,387,273	5,464,595	6,81,868	20

Top 200 cos, 28 PSU cos

(Source: Business India .The magazine of the Corporate World,Nov.24-Dec.7,2014,pg.40)

There is another section of people comprising approx. 65 % of population living in villages, engaged in agricultural activities, construction labour and Migratory work force who are deprived of all these development and suffer from poverty, illiteracy, disease, malnutrition, child mortality etc. This is a global challenge and more so for developing countries like our India. Corporate social responsibility is one solution to partially resolve the issue. Even if a small percentage of the corporate earning comes for CSR activities , there will be no dearth of capital.

In addition to huge capital outlay, there is a human behavioral aspect associated with CSR activities. If all the willing employees of the corporates backed by the management come forward to engage with the society, environment will make a big difference.

II. OBJECTIVE

The present case study is a real life event where the employees continuously interacted with nearby villagers, schools, orphanages for a period of approximately two years with spectacular and measurable positive result. The objective is to create a role model for large scale project organizations for continuous and active social support to the local stake holders creating emotional and economical and social engagement. This will lead to the win win situation for both industry and the society.

III. CASE ANALYSIS

Magnum fertilizer implemented established the four thousand TPD Urea fertilizer project in Durgapur, West Bengal at the capital cost of INR5000 Cr. The project work started in mid-2010 and got completed in 1st quarter of 2014. The project is located on NH-2 connecting Kolkata, Delhi and three villages, Kota, Pondali, Sowai are in the vicinity of the project. Government of West Bengal had acquired 3000 acres of land through WBIDC (West Bengal Industrial development Corporation) and handed over 500 acre out of this to the Fertilizer Project. The project is located 60 Km away from the TATA NANO project which was abandoned in 2009. However, the management of Magnum Fertilizer Project followed highly interactive, transparent and supportive management style during the entire period of project management.

IV. SKILL AND EMPLOYABILITY DEVELOPMENT

The first and major step taken by management is skill and employability development. The local people who are mostly land donor, agricultural workers are trained in operation and maintenance of construction equipment, batch plant, small cranes etc. with this skill development the project team could provide job to 1,400 local people from the 3 nearby villages that provided a steady income which is on an average three times of their earlier income. Most of the skill training was given by the existing operators, supervisors and equipment supplied service department without very high cost involvement. Care was taken to train at least one member from each family in consultation with the village head and local BDO.

V. VILLAGE LEVEL MEDICAL CAMP

The first village level activities started with a medical camp at Kota village wherein January, 2011 the company hired a retired railway doctor with a nominal cost. The company first aiders did the co-ordination and employees worked as volunteers. During the camp all these volunteers explained about sanitation, nutrition, child-care and immunization to the village. There was a totally interactive atmosphere with support of each other. Nearly 60 persons received the medical benefit with free medicine. During this Medical Camp the doctor provided the feedback about the need of gynecologist and within 15 days a medical camp was reorganized with

a gynecologist. The same process was repeated in Pondali and Sowai village in the coming months. This is not a big expenditure but it provides big benefits to the society. Many villagers had the opportunity to consult a specialist doctor first time in their life. Subsequently the management engaged a private hospital to provide on weekly basis in all the 3 villages .

VI. SERVICE IN THE LOCAL ORPHANAGE

Purvanchal Ananda Ashram runs the orphanage 40km from the project site, with 65 young children in age group of 1 year to 18 years. It runs on individual donations and corporate donations from nearby Industries. The children are adopted from local poor families, rag pickers, Local city red light Area and from bagger parents.

But there is no government aid received yet. A team of employees of Magnum Fertilizer Project 1st time visited the orphanage on 3rd January, 2011. They served some food, gift items, writing material and spent 3 hours interacting with the children and a long term relations started. The immediate need for the children in the winter was a blanket. The employees individually contributed to purchase 60 new blankets and delivered these.

Saraswati Puja falls on February and is celebrated in west Bengal by all schools and colleges. The children of the ashram were in need of new clothes. Immediately a group from the project team made personal contribution, identified a local tailor, 60 pair of dresses were stitched and delivered in the ashram. The real joy of Celebration and sharing was experienced.

Once the founder Ashram approached the Project manager for assistance to electrification of a Newly constructed room and within a day the entire cost(app.Rs.14000/-) contributed to the ashram by the Project Team.

Similarly on the occasion of newyear, other local festivals, Annual function, Diwali, Holi etc. the employees in teams contributed and celebrated these with festivals with the ashram children. Some of the project team members even celebrated their birthdays and anniversaries with the children of the ashram. A donation box was kept in the reception area at the fertilizer project office and every 1st week of the month the money collected was sent to the ashram (orphanage).After some time there was an emotional bond between the children and the project team. The children felt the mentoring, the employee the love of the innocent children, the real engagement.

VII. PROMOTION OF PRIMARY EDUCATION

The 3 villages have 8 schools up to primary level. Every school has an average strength of 300 students. The fertilizer project team provided a school bag along with stationaries to all 2400 students once in a year. With this the school attendance increased over time. Not very capital intensive, but with good tangible benefits to the people.



The children in the school with their school bags and stationaries along with the Teachers and staff.



**The Project Head other Professionals along with the children,
Teaching and Non-teaching staff of the school.**

Village Water Facility

One of the villages mostly inhabited by SC/ST people was not having any water supply facility. The fertilizer management made a bore well, pump house and distribution pipeline. Of course these are capital expenses, but meeting the basic needs of the people. Occasionally water is supplied to the villagers by the company tankers to meet the emergency need.

VIII. CONCLUSION

In the same way the CSR activities continued round the year with close interaction between the project team and society. There is a sharing and caring attitude on both side, the society and the industry became like one family, showing good co-operation with each other. Other than the water supply project there was not much capital expenses, but continuous interaction, emotional bondage, employee engagement helped in social development as well as timely completion of the project.

The research case represents an innovative exemplary CSR initiative in a remote Fertilizer project with not much of monetary spending but certainly unlimited spending on enriching the human side of CSR of the organization. The case has the potentiality to inspire the Corporate professionals and perspective management students to develop consensus and be committed for indulging with the CSR initiatives in a True Sense with less of money but more of Compassions, emotional attachment and society consciousness.

REFERENCES:

- [1]. "Best among the rest", (2014). Business India, November 24 to December 7, pg.39-40.

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