

Corporate Social Responsibility in Singareni Collieries Company Limited in Telangana state

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Abstract

There is now growing acceptance that business should be socially responsible in the sense that the business enterprise, which makes use of the resources of society and depends on society for its functioning, should discharge its duties and responsibilities in enhancing the welfare of the society of which is an integral part. Social and environmental performances by the corporates are parallel with the financial performance. In recent years, the concept of corporate social responsibility has gained prominence from all avenues. The present societal marketing concept of companies is constantly evolving and has given rise to a new concept - Corporate Social Responsibility. This paper is an attempt to know the CSR activities in Singareni Collieries Company Limited, Telangana State.

Key Words: Corporate social performance; corporate social responsibility; Community welfare; environment; corporate policies Health.

Introduction

Corporate social responsibility as a self-regulation mechanism a significant role in any company to enhance the welfare of the society. As a built-in, system its active compliance with the spirit of the law, ethical standards and government guidelines to embrace responsibility for the company's actions for a positive impact through its activities on the environment, consumers, employees, communities, and other stake holders in the public sphere.

CSR is now becoming more widely accepted for all companies as a community based development approach. Corporate social responsibility is one of the effective tools that synergizes the efforts of corporate and the social sector agencies towards sustainable growth and development of social objectives at large.

Concept of Corporate Social Responsibility

CSR is understood as the obligation of decision-makers to take actions, which protect and improve the welfare of society as a whole along with their own interests. CSR makes a corporation accountable for any of its actions that effect people, their communities and their environment. CSR is the deliberate inclusion of public interest into corporate decision-making to honour the people, planet and profits.

The term "Corporate social responsibility" came in to common use in the late 1960s and early 1970s, after many multinational

corporations formed. CSR is the commitment of business to contribute to sustainable development, working with employees and their families, the local community and the society to improve their quality of life in ways that are good for business and good for development. CSR also termed as corporate citizenship or corporate conscience is meant to know what the business does, over and above the statutory requirement, for the benefit of the society.

Areas of CSR in Corporate Policies

1. Socio-economic disparities
2. Community Rights
3. Non-discrimination / equal opportunity
4. Relationships with business partners
5. Customer relations
6. Employee Welfare
7. Compliance with all regulations
8. Health, Safety and Environment
9. Ethics
10. Requirements of International Conventions
11. Gender Rights
12. HIV/ AIDS related issues
13. Human Rights
14. Corporate Volunteering
15. Sustainable Development
16. Protection of stakeholder Interests
17. Charitable Contributions, etc

Spectrum of CSR	
Poor CSR	Good CSR
No employment	Taking care of workers
No concern for indirect effect (land, water, air)	Low dependence on non renewable resources
Destruction of agricultural land	High awareness about CSR initiatives
Not willing to listen to other stakeholders	Land compensation
Appropriate of land not being compensated	Increased monitoring system
Non compliance of rule of land	Environment responsibility

CSR Initiatives in India

Several major initiatives have been launched in India since the mid-1990s. Among these is the first voluntary code of conduct of corporate governance. ‘Desirable Corporate Governance: A Code’ established in April 1998. This was an initiative by the confederation of Indian Industry (CII), India’s largest industry and business association. The Ministry of Corporate Affairs has established a National Foundation for Corporate Governance (NFCG). This is a partnership with the CII, The Institute of Company Secretaries of India (ICSI) and The Institute of Chartered Accountants of India (ICAI) to promote better corporate governance practices and raise the standards of corporate governance in India towards achieving stability and growth. Several acts relating to minimum wages, child labour, labour laws, discrimination, environment, right to information, social reporting etc were enacted.

Policy on corporate social responsibility of Central Public Enterprises is now mandatory as per the guidelines issued by the Government of India. The CSR guidelines state that the CSR initiatives of Indian companies should become integral parts of overall business policy and aligned with business goals. The guidelines set out six core elements for companies to address. Companies should engage with all stakeholders, including share holders, employees, customers, suppliers, project affected people, and society, to inform them of inherent as well as strategies to mitigate them. In order to function in an ethical manner, companies should not engage in business practices that are abusive, unfair, corrupt or anti-competitive. The CSR policies of companies should fully respect the rights of workers in the areas of workplace environment, career advancement, and freedom of association, should not employ child or forced labor, and should maintain equality of opportunities without discrimination.

Companies should adopt sustainable environmental policies that prevent pollution, recycle, manage and reduce waste, and manage natural resources in a sustainable manner. Corporate environmental policies should also address the challenges of climate change by adopting cleaner production methods and promoting energy efficiency and environmentally friendly technologies.

CSR initiatives in Singareni Collieries Company Limited

The Singareni Collieries Company Limited (SCCL) has committed to bringing economic and social benefits through its Corporate Social Responsibility (CSR) initiatives. The CSR policy has been framed in accordance with the provisions of the Companies Act, 2013 and the Rules made there under. The main objective of this policy is to integrate CSR and recognizes that pursuit of

Sustainable development is an integral part of growing its business, creating value for its stakeholders and in building a responsible future through ethical business practices and governance. SCCL supports practical measures and policies that will help to protect and improve the environment. SCCL adopts a responsible approach towards communities and aim for sustainable development without creating dependency.

The major thrust areas of the CSR policy identified to ensure long term benefits to the Society include;

1. Basic Services (Drinking Water supply, Sanitation etc.)
2. Health
3. Education
4. Livelihood and Local Economic Development
5. Interventions for marginalized communities such as SCs and STs
6. Other related activities.

Singareni is committed to achieve high standards of corporate governance and developing mutual trust in local communities. SCCL Major Initiatives towards CSR is as follows.

Empowering people

SCCL is cognizant of its responsibility towards its CSR. In order to give impetus of the community developmental activities taken up by the company. Singareni Seva Samithi was formed in the year 2000 as a registered society with an objective of providing services for the benefit of employees of SCCL and their families besides providing vocational training and guiding the children of employees to make them prospective candidates for various competitive exams including Army/ Para military recruitments.

The aims and objectives of Singareni Seva Samithi

The society shall serve the benefit of employees of the Singareni Collieries Company Limited and their families including families of those employees who died while in service or retired on medical grounds and of the public residing in the coal belt area in general.

- The society shall aid or establish, takeover or collaborate with any other institution or school or association for physical, mental, spiritual, educational development including vocational training and all-round development among adults and children of all ages without any distinction of caste, creed or religion.
- The society shall promote the spiritual studies and open spiritual training and yoga centers to equip all individuals with a complete well-rounded personality.
- The Society shall propagate, impart and adopt any audiovisual methods including mass media communication methods for tackling the problems of crime, drug abuses and help in the inculcation of such behavior as would bring happiness to all those who shall stand to benefit by it without reservation of his status, caste and religion, to promote social harmony.
- The Society shall strive for the removal of social evils, customs or render to promote self-help to overcome any of these evils.
- The Society shall train or arrange to train and guide prospective candidates for various competitive examinations conducted by various public and private institutions or authorities or agencies for the purpose of appointment or for admission into technical, academic and professional courses, studies etc.
- The Society shall take up or render any service or scheme(s) or measures which are intended for the benefit or welfare of those mentioned at Clause (I) above and retain any surplus or commission or profit incidentally arising there from and utilize the said surplus or commission or profit for any or all the purposes or objectives of the society as stated above.

The other initiatives taken to empower the people are, Vocational training programs, Training for Army, Literacy drive for employees, Literacy drive for women, Educare initiatives, Medical & Health initiatives, Mobile medical services, Health awareness programs, Other initiatives.

Community Development

The Singareni Collieries Company Limited is taking up development works in coal belt areas under “Surrounding Habitat Assistance Programme (SHAPE)” since 2003-04.

SCCL is taking up following works under SHAPE is Drinking Water facilities, Education facilities, Approach Roads & Culverts, Street lighting, Other Infrastructure development

Environment Management

Environmental policy of SCCL is “To be a role model in protection of environment for sustainable development, SCCL is committed to implement the best global practices in all its operations through prevention / mitigation of pollution, proper disposal / recycling of wastes and bringing awareness among all the stakeholders for

continual improvement in environmental performance”.

SCCL has launched a number of “eco-friendly” practices to mitigate damage to environment and improve the quality of life. A number of key initiatives taken up by SCCL for environment protection in the recent years include setting up of Automatic Suppression arrangements, Sewage Treatment Plants, Effluent Treatment Plants, Bio-engineering structures on over burden Dumps Clonal Plantations, Medicinal Plantations and development of Parks & Gardens.

Rehabilitation and Resettlement

Company is always in forefront of meeting the general requirements of Project Affected Persons and local population by providing Protected Drinking water, Laying of Roads, Admission in Company Schools, developing other infrastructure etc. Company is also extending Medical treatment in Company Hospitals on nominal charges.

Singareni Employees Wives Association (SEWA)

Singareni Employees Wives’ Association (SEWA) was started on 10.12 2000 in association with SSS to create awareness among the workmen and their families about various issues covering the family. This includes Savings habit, Health and hygiene, Literacy, Children’s education etc. SSS is providing budget for carrying out the programs of SEWA.

- Adult Literacy among workmen and their families. (23700 adults became literate out of 28000).
- Medical counseling to bring awareness about personal hygiene, cleanliness of the surroundings etc.
- Safety related and post retirement planning awareness among the wives’ of the employees.
- Helping and counseling the families of workmen, when they are in distress.
- Organisation of Fetes and International Women’s Day.
- Awareness Programs like Anti-Aids Rallies and Anti-Tobacco initiatives.
- Anti-Eve teasing Rallies etc.
- Anti-alcoholic drive.
- Counseling to chronic absentees. (762 chronic absentees started attending duties regularly after effective counseling).
- Active association with Environmental initiatives, Plantation, Fuel economy, energy saving etc.
- Work for social integration like family days etc.
- Counseling to disparate spouses.

Helping Hand

- SCCL always reacted and came forward to help the affected people of Natural calamities like floods, tsunamis, fire accidents, earth quakes etc.
- SCCL humbly reacted and came forward to help the flood effected people and rendered following services in Mahaboobnagar, Nalgonda and Krishna districts during first fortnight in October'2009.Under helping hand the following activities is as follows.

RESCUE OPERATIONS

- Singareni is arranging 110 Rescue personnel including Swimmers, Life savers along with required equipment to save the persons during Natural calamities and fire accidents. Rescue Operations were carried out in Mettupally and Vadapally villages and shifted around 50 families to safe zone.
- Crowd controlled at Sri Laxmi Narasimha Swamy temple in Mettupally village preventing the villagers from exposure to danger from flood water and monitored the water levels.

MEDICAL SERVICES

- Singareni has send 80 Paramedical staff including 33 doctors with required medicines to Mahaboobnagar Dist.
- Company arranged required medicines including infant medicines costing around Rs. 27 Lakhs.
- 25 batches of Doctors extended medical treatment to the persons residing in 41 villages & 8 hamlets of 7 Mandals covered in Gadwal Revenue Division from 05.10.2009 to 15.10.2009 and rendered medical treatment to 24,519 patients.
- Special Medical Camps for Tribals of Adilabad & Khammam Dist.
- Special medical camps were organized for the benefit of tribals of Chintoor mandal near Bhadrachalam, Khammam district and Utnoor, Indravalli & Jainur mandals of Adilabad Districts in view of prevalent epidemic diseases like dengue, diarrhea etc.
- About 3000 villagers belonging to 100 village hamlets were covered.
- These mandals were treated by special medical team's consisting of Doctors, Paramedical staff, Nursing staff etc. were deployed for this purpose & they served with free medicines.

TREATMENT TO CIVILIANS

- Free treatment extended to civilians in coal belt area for the persons suffering from Dengue & Malaria fever.
- About 200 persons as outpatients & 20 persons have taken inpatient treatment at colliery hospitals.
- Awareness programmes were also conducted for the benefit of local civilians.

SUPPLY OF CLOTHING & ESSENTIAL COMMODITIES

- Singareni collected 18 lorries of clothing like Sarees, Shirts,

pants, Kids wear, Blankets and some Raw rice / food material.

- 11 lorries of the clothing distributed at Chinna Gummadam (V), Chinna Gummadam thanda, Yaparla, Ganta Basavapuram, Degadapally, Deprala and Veligonda villages in Vepangandla mandal of Nalgonda Dist.
- 6 Lorries of clothing and food material distributed in Ramalingeshwaranagar, Krishna lanka and left bank areas of Krishna River in Vijayawada area.
- In addition 400 Kgs of Dal, 400 ltrs of Edible oil and cloths handed over to "Dharma Sasta Nithyannadana Vedika".

OTHER SERVICES

- SCCL arranged 3 high capacity pumps for dewatering at Srisailem Hydro-Electric project.
- Arranged One Motor Grader to Alampur town to clear the slush deposited on roads from 12.10.2009 to 15.10.2009.
- Singarenians of Hyderabad office extended following voluntary help to the needy people.
- 50 sets of family pack of cloths with Blanket, Saree, Dhoti, T-shirt, Lungi, Towel etc in Kudukanoor village, Ieeja Mandal, Mahbubnagar dist. on 13.10.2009.
- 300 sets of cooking vessels like one Aluminum Bowl with Lid, two Steel Plates, two Steel Glasses, two Steel Bowls in Mannepad, village of Manopad Mandal, Mahabubnagar dist on 22.10.2009

ADOPTION OF TIRYANI MANDAL

- SCCL adopted Tiryani Mandal in Adilabad district which is located in remote areas having inadequate Road connectivity, Drinking water supply & Medicare facilities and predominated by Tribal Communities.
- Company in consultation with District Administration drawn out activities for two BT roads & completing the balance works of Community centre.
- SCCL introduced "SPANDANA" mobile hospital services, especially for the benefit of villagers of Tiryani Mandal.
- This mobile hospital is run by a Male and one Female doctor along with 2 Technicians, Male and Female Nurses.
- Diagnostic facilities like Complete Blood Picture, X-Ray, ECG etc., are provided in the mobile vehicle with instant results.

Ancillary Units

- SCCL intends to encourage Local people to set up Small Scale Industries (SSI) and award Ancillary status for mutual benefit as part of Corporate Social Responsibility. This opportunity is being extended to unemployed local youth who are not involved in any business, trade or profession in surrounding areas of the company in Adilabad, Karimnagar, Warangal and Khammam Districts.
- Company proposed to develop these units with an objective to improve the industrialization in coal belt areas by creating entrepreneurship/employment opportunities to local populace.
- 27 identified items are to be manufactured/services provided by ancillary status agencies. At initial stage.

Beyond Mandate

- Supporting the Mentally challenged Institution at Godavari Khani.
- Launching the medical facilities to locals at Bhupalpalli.
- Drinking water provision in R&R centre Kotha Kondapuram, Khammam.
- Interacting with local residents in, R&R centre.
- Distribution of essentialities such as Blankets, Utensils etc., in a remote tribal village Sonapur, Adilabad District. Funds voluntarily contributed by officers of Mandamarri Area

Findings of the study

- CSR initiatives in SCCL are initiated by the CSR policy which framed in accordance with the provisions of the companies Act, 2013.
- SCCL supports practical measures and policies that will help to protect and improve the environment.
- Singareni Seva Samithi provides vocational training and guiding to the children of employees to make them prospective candidates for various competitive exams including Army/ Para military requirements.
- SCCL had taken the initiatives to empower the people like vocational training programs, training for army, Literacy drive for employees, Literacy drive for women, edu care initiatives, medical & health initiatives, mobile medical services, health awareness programs and other initiatives.
- SCCL undertakes development works like, drinking water facilities, education facilities, approach roads & culverts, street lighting etc. Under "Surrounding Habitat Assistance Programme" (SHAPE) since 2003-04.
- SCCL launched a number of eco-friendly practices to protect environment for sustainable development and pollution free society.
- SCCL is always in forefront in meeting the general requirements of local people and their welfare.
- SCCL created the awareness among the workmen and their families regarding the literacy. 23,700 adults became literate out

of 28,000 under Singareni Employees Wives Association (SEWA).

- SCCL helped the flood affected people and rendered services in Mahaboobnagar, Nalgonda & Krishna districts.
- SCCL arranged 110 rescue personnel to conduct rescue operations in Metpally & Vaddepally villages and shifted around 0 families to safe zone.
- SCCL collected 18 Lorries of clothing like sarees, shirts, pants, kids wear, blankets and some raw rice/ food material to the villages in Nalgonda district. In addition 400 kgs of Dal, 400 Liters of edible oil and cloths handed over to "Dharma Sasta Nithyannadana Vedika".
- SCCL introduced "SPANDANA" mobile hospital services. Especially for the benefit of rural people. Singareni has send 80 paramedical staff including 33 doctors with required medicines to Mahaboobnagar district and spent around Rs.27 lakhs. Special medical camps are organized by SCCL for the benefit of tribal's to prevent diseases like dengue, diarrhea etc.
- SCCL intends to encourage local people to setup small scale industries (SSI) and award ancillary status for mutual benefit as part of CSR.

Conclusion

It can be concluded that the Singareni Collieries Company Limited (SCCL) is fully committed towards Corporate Social Responsibility. In SCCL the company is maintaining their CSR activities in effective manner. The company is suggested to continue its CSR activities with the same spirit to gain much goodwill in the society. The scope of the study is limited to theoretical framework of corporate social responsibility in SCCL. It can be extended to conduct survey on the employees in SCCL and customers regarding the CSR activities conducted by Singareni Collieries Company Limited (SCCL) which gives the accuracy in empirical results.

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