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A Comparative look at of CSR Practices of Tata Steel & Sail

Sri Ch. Venkateswarlu
Associate Professor
Department of Management Science
Sasi Institute of Technology & Engineering, Tadepalligudem
Corresponding Author's email id: *chamarthyvenkateswarlu1967@gmail.com*

Abstract

Corporate Social obligation has won importance for the reason that closing decade. An increasing number of businesses are reporting on their CSR sports. To inspire greater entities to take part in the manner of improvement of the society thru CSR, the government of India has implemented the concept of CSR inside the new agencies Act 2013 u/s135. Tata metallic and SAIL are most of the pinnacle companies reporting on CSR. The existing observe targets to examine the comparison between the CSR practices of the two at the diverse dimensions, specifically, education, health, artwork and tradition, surroundings, road creation, water facilities and creating sustainable livelihoods.

Keywords: *Corporate Social obligation, Sustainability, Surroundings*

INTRODUCTION

Company Social obligation refers to business enterprise's dedication to operating in an economically, socially and environmentally sustainable manner that is transparent and increasingly more satisfying to its stakeholders. Stakeholders include traders, employees, clients, enterprise partners, surroundings and society. according to the UNIDO, "company social duty is a control concept whereby agencies integrate social and environmental worries in their enterprise operations and interactions with their stakeholders. CSR is normally understood as being the way thru which an agency achieves a balance of

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financial, environmental and social imperatives (Triple-Bottom-Line technique), whilst on the identical time addressing the expectations of shareholders and stakeholders. in this feel, it is essential to draw a distinction among CSR, which can be a strategic business management idea, and charity, sponsorships or philanthropy. despite the fact that the latter also can make a treasured contribution to poverty discount, will directly decorate the popularity of a corporation and fortify its logo, the concept of CSR surely goes past that." in the worldwide context, corporations had been mainly involved with profitability and were into charity or donations, likewise, building churches, academic institutes and so forth.

With the passage of time, such philanthropy changed to the social responsibility of enterprise in the direction of society and organizations began that specialize in unique issues like racial discrimination, pollution and so forth. more refinements, studies and global expansion took place and the companies started out reporting on company social responsibility of their annual reports.

In India, the time period corporate Social duty in the pre-industrialization phase became affected by tradition, faith, family values and culture. After independence, it changed to trusteeship. during the LPG technology, Indian groups had to compete with the overseas groups and therefore progressed reporting practices. currently, with a purpose to inspire greater entities to participate inside the procedure of development of the society through CSR, the government of India has carried out the concept of CSR within the new organizations Act 2013. the subsequent activities are blanketed usa135.

1) Eradication of hunger, poverty, preventive health care and malnutrition
2) promoting of education
3) promoting of gender equality
4) make sure environment sustainability
5) safety of natural background
6) Measures reaping rewards militia
7) education to sell rural and nationally recognized sports activities
8) Contribution to the High Minister's countrywide comfort Fund
9) Contributions or price range provided to generation incubators

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10) Rural development initiatives

II. TATA STEEL

It was established in 1907 and is Asia's first integrated personal quarter metallic employer. Tata steel institution is a few of the top International Steel Corporations. It's miles now the arena's 2d-maximum geographically-diverse Steel manufacturer, with operations in 26 international locations and a commercial presence in over 50 international locations. Tata metallically collaborates with many governments. companies, NGO's, academic institutes and sponsoring groups for task numerous CSR projects. The numerous CSR sports of Tata metallic are mentioned below:

Surroundings

The surroundings control of the enterprise is guided by tata weather alternate coverage, tata code of behavior, sustainability policy, environmental coverage, vision and UN international compact concepts. Tata has reduced the amount of energy required to provide a tone of metallic considering that remaining 4 many years and has set the goal of lowering carbon dioxide emissions by means of 20 percent until the stop of next decade.

Surroundings control system has been implemented in any respect mining and production websites, which might be additionally licensed underneath EMS ISO 14001 and normal audits and opinions are performed for them. environment control committee monitors and assesses the environmental dangers, likewise, noise degree, waste, water impact, air first-rate levels, dust suppression preparations and statistics stakeholder's concerns, priorities and expectancies.

Sustainable Livelihoods

Tata metal has undertaken diverse development tasks in the rural and semi-city areas to exploit the talents and sources of the locals therefore improving agricultural productivity, crop yield, enhancing irrigation centers and improving rural community's potential via skill-based trainings in farming strategies. Examples are: SRI (system of Rice Intensification) technique of paddy cultivation benefitting extra than 2000 farmers, dry land farming challenge in collaboration with worldwide Crop studies Institute for Semi-Arid Tropic (ICRISAT), Hyderabad, advanced extra than 200 acres of land ensuing in expanded yields, extra than 16000 acres of barren region had been brought below cashew,

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mango and lemon plantations and 152 irrigation systems along with carry irrigation facilities, advent/maintenance of ponds, and so forth. have been created in Jharkhand and Odisha.

Fitness

Tata metallic gives health care services within the states of Chhattisgarh, Jharkhand and Odisha. Its essential hospital is in Jamshedpur known as the Tata main health facility, amazing dispensaries, 9 dispensaries and 5 society hospitals and other positioned in any respect mining websites where unfastened medical treatment is supplied to employees and to others at nominal fees.

Many projects have been undertaken through Tata metal, likewise, project MANSI on maternal and newborn survival, task RISHTA on adolescent fitness, assignment ROSHNI to offer nursing and midwifery training to tribal women and initiatives like SATHI, Kavach, BASE and Sneh Kendra on HIV/AIDS focus and treatment.

First cell hospital, Lifeline explicit in 1991 became released the use of the Indian Railway community. it's miles ready with a modern-day operation theatre and other medical centers, imparting on-the-spot diagnostic, scientific and advanced surgical treatment thru preventive and healing interventions to people with orthopedic, ENT and eye illnesses.

Lively Volunteering

Many employees at Tata alleviation Committee's help disaster management programmes, likewise, a herbal disaster, an immunization drive or Aids consciousness camps. The business enterprise permits its personnel to take time without work from for such sports. Such sports are blanketed inside the Tata organization ethos under the help of the Tata Council for community tasks (TCCI), which encourages and guides in volunteering sports.

Education

Tata steel has scholarship programmes, specifically, Jyoti Fellowships for SC/ST groups, Parivar Scholarships for kids of relocated families, Moodie Fellowship for meritorious tribal students and the JN Tata Endowment that advances mortgage scholarships. The employer has constructed instructional institutes, which include the prestigious Institute of mathematics in Bhubaneshwar. other activities consist of,

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Mid-day meal programme, run in partnership with authorities of Jharkhand, walking Camp faculty programme in colleges at district of Jharkhand wherein drop-out girls inside the 9-14 years age-group go through a 9-month bridge course, coaching programme for sophistication eight, nine and 10 which goals to reinforce the fundamental concepts and enhance overall performance in subjects like English, mathematics and technological know-how, adult literacy programme for rural women and assignment Aakanksha for education of tribal youngsters.

Sports Activities & Adventure

Tata Steel plans to open Excellence facilities in decided on sports activities at various colleges having the essential infrastructure. other than numerous fields of sports (Tata Football Academy, Tata Archery Academy and Tata Athletics Academy), the organization has hooked up the Tata metal journey basis (TSAF), to induct humans from all walks of existence to the thrills and wonders of adventure sports activities, thereby developing a wholesome rapport with surroundings and nature. It has additionally constructed many stadiums, likewise, JRD Tata sports activities complex, Keenan Stadium, Sumant Moolgaonkar Stadium and Feeder centres for wearing talent from rural and urban areas. The Tata Steel Chess tournament attracts heaps of international site visitors, which include chess grandmasters.

III. STEEL AUTHORITY OF INDIA CONSTRAINED (SAIL)

Steel Authority of India limited turned into set up in 1973 with the objective to plough prosperity lower back into the surroundings, to lessen inequalities via supplying first-rate training, healthcare, infrastructure and employment avenues to all, to make certain that man and nature live in harmony, to hold the originality and beauty of Indian subculture even as simultaneously promoting scientific temperament and present day generation. “To make a meaningful difference in human’s lives” is the philosophy of SAIL. CSR sports of SAIL are mentioned underneath:

Model Steel Villages

SAIL has adopted 79 villages throughout 8 states (Chhattisgarh, West Bengal, Orissa, Bihar, Jharkhand, Karnataka, Tamil Nadu, and Madhya Pradesh) to broaden them as model metal Villages (MSVs) in a phased way. The developmental sports include

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scientific & fitness services, education, roads & connectivity, sanitation, network centres, livelihood era and sports activities centers.

Creating Sustainable Income

SAIL imparts training and helps communities with the intention to lead them to self-maintaining units. Such programmes aim at promoting rural savings and credit score, natural useful resource management, village infrastructure development, multiplied agricultural productiveness thru higher control of assets and extensive cropping, skill improvement and enhancement of the network. It provides land, water, infrastructure centers, session offerings, security deposit and many others. to promote ancillary industries.

For women upliftment, Mahila Samities had been formed in all SAIL plants which carry out various activities: ladies' empowerment and improvement, community welfare activities, help for the duration of herbal calamities, offering assistance to women belonging to economically weaker segment and so forth.

Roads

SAIL has been actively worried in the creation and restore of roads each 12 months, thereby imparting verbal exchange facilities to almost 2 lakh humans throughout 329 villages every year. inside the yr 2009-10, 103.35 km of pucca street have been built benefiting 17, 24,114 people.

Environment

SAIL done plantations in any respect plant life and mines throughout 200 acres of degraded land in Orissa. Pisciculture has been completed inside the abandoned quarries at Purnapani and 300,000 fishlings have been launched inside the quarry waters. Medicinal plantation of amla turned into undertaken in Chhatisgarh place recently.

An agreement has been signed with branch of Biotechnology, government of India and Centre for environment management for Degraded Eco-gadget, the college of Delhi for ecological restoration of barren mined out areas and waste sell off sites at SAIL mines.

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Maintenance of artwork & lifestyle

Performers from the sphere art are invited and felicitated by SAIL often. Live shows and live shows organised by SAIL popularise classical art paperwork and encourages their reception and appreciation in the society. as a way to promote classical arts, SAIL affords economic help to organisations like SPICMACAY. It has taken up the mission of preserving the Lodhi Tomb complicated in New Delhi.

Developmental work has additionally been undertaken at Swargadwar and Temple complex at Vedas near Rourkela, Orissa.

Medical and Health Care

SAIL hospitals have participated in the national RCH (reproductive and baby health) software and country wide fitness Programmes like national Tuberculosis software, anti-Malaria, Anti Leprosy application and many others. and diverse fitness camps were organized like Tuberculosis Camp, Anti Leprosy Camp and so on. 20 hospitals are managed by using trained medical personnel of round 4000 human beings. SAIL also promoted the authorities' Small circle of relatives Norms and has additionally launched HIV/AIDS focus and control application in partnership with national AIDS manage company (NACO), Ministry of health and family Welfare SAIL has hooked up 54 primary health facilities, 12 reproductive & toddler fitness (RCH) centres, 17 hospitals and 7 outstanding-specialties'.

SAIL has organised an AIDS focus & manage programme in partnership with the national AIDS manipulate agency (NACO), Ministry of health & circle of relatives Welfare and additionally participates in national health programmes like TB manage, anti-malaria, leprosy eradication, and so forth. health camps also are prepared at various villages wherein the facilities of the unfastened health check-up, direction lab treatment, medicines and immunization were made available. cellular scientific gadgets are supplied through SAIL to main NGOs to help elderly and needy people attain hospital treatment.

Sports

SAIL formed the metallic Plant sports activities Board inside the Sixties in affiliation with TISCO and installation 6 sports academies. The company conducts round-the-12 months' sports activities activities in its essential flowers (at Bhilai, Rourkela, Durgapur, Bokaro and Burnpur)

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inside the following disciplines: athletics, basketball, bridge, chess, cricket, soccer, hockey, kabaddi, powerlifting, and volleyball. SAIL promote different sports like badminton, bodybuilding, boxing, carrom, gymnastics, handball, judo, karate, kho-kho, lawn tennis, swimming, desk tennis, taekwondo, hiking, weightlifting, wrestling and yoga and additionally has everyday groups in soccer, hockey and cricket, affiliated to Indian soccer association and Indian Hockey Federation. SAIL has prolonged support for the Indian girls's weightlifting team to participate in international events, the Indian Davis Cup team, Chennai Open (lawn tennis), All India Jaipal Singh Gold Hockey tournament at Rourkela, AITF–SAIL(India- Pakistan) lawn Tennis Championships, All India Tennis affiliation, New Delhi, seventh world Korfball Championship, Jawaharlal Nehru Hockey tournament, New Delhi and so on.

Access to Water Facilities

SAIL has provided potable water to the human beings of its township and those living in close by regions. It has set up five, 153 water assets, which includes bore wells with hand pumps, overhead tanks, ponds and faucets, in addition to laying pipelines for transportation of water. 157 water infrastructures are built each 12 months for human beings residing in some distance-flung areas.

Peripheral Development

It has contributed to development of peripheral regions by using addressing to problems such as fitness and scientific welfare, training, get entry to to water, sanitation, strength and roads, ladies' empowerment, technology of employment, electricity, sports activities, subculture, and many others., at every of its plants and devices up to a radius of 16 km.

Education

SAIL has set up 146 schools in townships to impart current schooling to extra than 69,000 kids and additionally supports other public colleges, controlled independently and opened usually to aid the developing call for for education. unfastened faculties had been started out in every of townships for underprivileged children in which free nutritious midday meals, uniforms, textbooks and so on., scholarships for weaker sections and Scheduled Castes/tribes are also provided. SAIL has set up an ITI at Gua Ore Mines and Samastipur in Bihar.

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CONCLUSION

Table: 1

CSR ACTIVITIES	TATA STEEL	SAIL
Model Steel Villages	No	Yes
Sustainable Livelihood	Yes	Yes
Roads Construction	No	Yes
Environment	Yes	Yes
Art & Culture	No	Yes
Medical/Healthcare	Yes	Yes
Sports	Yes	Yes
Water Facilities	No	Yes
Peripheral Development	No	Yes
Education	Yes	Yes

Iron and steel industry is the most polluting and resource-intensive industry, because it consumes the massive quantity of herbal resources like coal, iron ore, and many others, as raw fabric, it needs to be responsible for the environmental safety and peripheral improvement. (2) TATA metallic and SAIL are a few of the pinnacle businesses reporting on CSR in the non-public and govt. sector. As is evident from the desk that during most of the scale, each corporation is doing their component in the direction of company social responsibility, likewise, education, sports activities, healthcare, training however SAIL, being a PSU is engaged in greater activities as compared to Tata steel in areas like art and lifestyle, road construction, water facilities and adopting villages. From the once a year reports it's miles found that the overall income after taxes (2013-14) of Tata steel changed into 6,412 crores and its total spending on CSR become 212 crores, that is three.31% of PAT. general profit after taxes (INR) of SAIL was 2616.48 Crore and total spending on corporate Social duty (CSR) as the percentage of profit after tax turned into 71.%. even though the brand new companies Act, 2013, which made spending 2% of their income on CSR obligatory, came into force most effective in April 2014, the remaining couple of years have seen a great growth in CSR expenditure by way of companies. this will be attributed to the preference of organizations to undertaking them as socially responsible. both corporations are making ready the Sustainability reviews in accordance with the GRI (worldwide reporting initiative) G3.1 tips. the brand new groups Act 2013 will force organizations to noticeably contemplate social duty.

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