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A Study of Social Responsibility Performed by SAIL as a Part of CSR

ORIGINAL ARTICLE



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Abstract

Every country should adopt the remarkable concept of individuals and businesses forming partnerships to support social objectives. In the Indian context, such partnerships have immense potential to strengthen society. More and more companies are accepting corporate citizenship as a new strategic and managerial objective that they need to focus on. Harmony between man and the environment is the essence of healthy life and development. Therefore, preservation of ecological balance and social values has been of utmost importance to SAIL. The aim of this paper is to understand the importance of social responsibility undertaken by PSUs like SAIL as a part of CSR. The goodwill that firms can generate by acts of social responsibility can in fact be far more valuable to businesses than the amount of money they give. Corporations can collectively make India a better place for every citizen.

Key Words

SAIL, Corporate Social Responsibility, Empowerment, Sustainability.

Introduction

As previously said, CSR is not a new concept in India. Since their beginnings, corporations such as the Tata Group, the Aditya Birla Group, and the Indian Oil Corporation, to name a few, have been involved in community service. Many other organisations have contributed to society by making donations and hosting charitable events. The primary goal of CSR these days is to maximise the company's total influence on society and stakeholders. An rising number of organisations are fully integrating CSR policies, practices, and initiatives into their company operations and processes. A rising number of corporations believe that CSR is more than just another type of indirect spending; it is critical for safeguarding goodwill and reputation, resisting attacks, and boosting economic competitiveness. Companies have specialised CSR teams that develop policies, plans, and goals for their CSR programs and allocate budgets to support them. These projects are frequently driven by social philosophy, which has well-defined aims and is aligned with mainstream business. The programs are implemented by the employees who are critical to the process. CSR programs include anything from community development to education, the environment, and healthcare.

Corporate Social Responsibility (CSR)

SAIL's social objectives coincide with Corporate Social Responsibility (CSR). Apart from steel production, your Company aims to do business in a manner that is beneficial to society, environment and

economy. CSR begins with an organization's awareness of the impact its company makes on society. With the core principle and mantra of making an impact in real life, your Company has planned and implemented CSR programs since its inception. As a result of these efforts, once remote villages have been transformed into large industrial hubs with SAIL Plants. Your Company's CSR actions have always been in accordance with the Companies Act, 2013, Companies (Corporate Social Responsibility Policy) Rules, 2014, Companies (CSR Policy) Amendment Rules, 2021, and DPE Guidelines on CSR and Sustainability.

Objectives

- Create value for stakeholders and society by using SAIL's key business strategies and operations through services, conduct, and initiatives for long-term development.
- Improve the quality of life in the pipeline's immediate impact zone to create value for the community and foster goodwill towards the company. - Support the community by assisting those in need.
- Implement development initiatives to meet the demands of the present without jeopardising the capabilities of the future to meet its needs.
- Help the local population by promoting SAIL as a sponsor of various pastoral sports, arts, and cultures.
- To act in a socially, environmentally, and economically responsible manner in order to flourish by obtaining social permission.

The CSR Strategy (www.sail.co.in)

- The CSR strategy is based on the company's main function. The major ideology behind SAIL corporate social responsibility is based on the concept of creating "shared value" using the Triple Bottom Line method (People, Planet, and Profit).
- The focus of CSR will undoubtedly be on capacity building, community empowerment, inclusive socioeconomic growth, environmental protection, the development of green and energy efficient technology in underserved areas, and the upliftment of disadvantaged and impoverished parts of society.

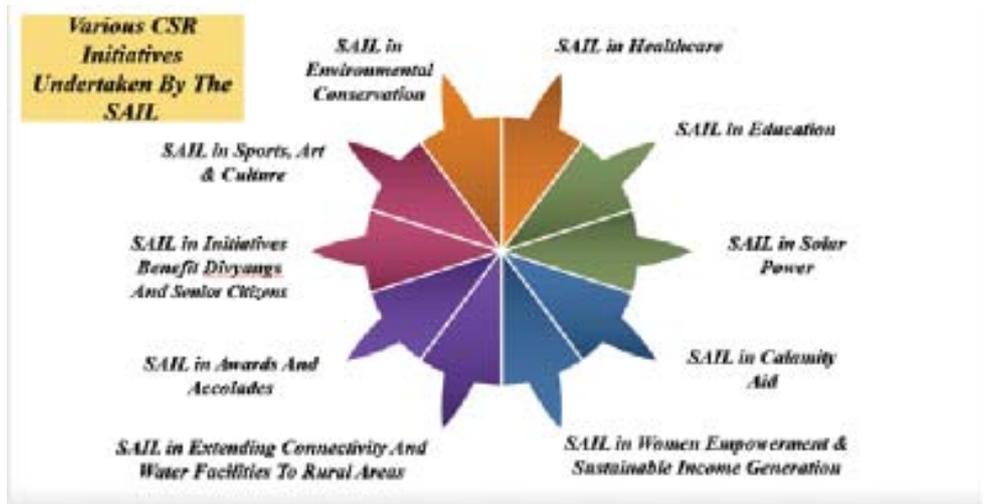
Scope of CSR Activities

The scope of SAIL's CSR interventions will be determined by the provisions of the Companies Act of 2013, the Companies (CSR Policy) Rules of 2014, and periodic circulars issued under the Act. The scope of SAIL's CSR efforts would be defined by the requirements of Schedule VII of the Companies Act, 2013, as mentioned below. (www.sail.co.in)

- Eliminating hunger, poverty, and malnutrition, promoting preventative healthcare and sanitation, and providing safe drinking water;
- Promotion of education, including special education and employment-enhancing vocation skills, particularly among children, women, the elderly, and people with disabilities, as well as livelihood development programs;
- Promoting gender equality and empowering women by establishing homes and hostels for women and orphans, as well as facilities for senior citizens and reducing inequalities among socially and economically disadvantaged groups.
- Ensuring environmental sustainability, ecological balance, animal welfare, agro-forestry, conservation of natural resources, and soil quality.
- Protecting national history, art, and culture, including the restoration of historic buildings and sites, as well as works of art;
- establishing public libraries; and promoting and developing traditional arts and handicrafts.
- Measures to help armed forces veterans, war widows, and their dependents;

- Contribute to the Prime Minister's National Relief Fund or other Central Government funds for socio-economic development, relief, and welfare of Scheduled Castes, Scheduled Tribes, other backward classes, minorities, and women.
- Fund technology incubators within approved academic institutions.
- Support rural development projects.

Details of Various CSR Initiatives Undertaken by The SAIL



Sail in Healthcare

Since its start, SAIL has established 54 Primary Health Centres, 12 Reproductive and Child Health Centres, 17 Hospitals, and 7 Super-Specialty Hospitals, serving more than 30 million people (N Kathmandu – 2011). Five special health centres (Kalyan Chikitsalyas) have been established at plant locations for the poor and needy, offering free medical treatment and drugs. Every year, SAIL organises over 3,000 health camps to provide primary health care to persons in need (Bhawnani, & Bhawnani, D. R. (2014).

The coverage includes states such as Jharkhand, Chhattisgarh, Odisha, West Bengal, Tamil Nadu, Karnataka, Bihar, Maharashtra, Madhya Pradesh, Haryana, and Rajasthan. 24 MMUs/ambulances have been supplied to various NGOs such as HelpAge India, Bharat Sewashram Sangha, Anugraha Drishtidaan, and others in order to assist the poor and disadvantaged patients as well as for health outreach. Rourkela has a specific initiative called 'Akshaya' that provides free investigations to TB patients from underprivileged backgrounds, as well as a scheme called 'Chetna' that treats sickle cell anaemia.

Sail in Education

146 schools have been established in the steel townships to give modern education to over 70,000 children, and over 286 schools in villages near steel plants/units have received aid to provide free education to over 55,000 kids. 225 indigenous children from Bhilai and 12 males from the virtually extinct Birhore tribe in Bokaro have been adopted and get free education, boarding, and accommodation. SAIL boasts a girl-to-boy ratio of 1:1 at all levels of schooling, as well as a 96% survival rate in SAIL primary schools and 90% in SAIL secondary schools. (indiacsr.in)

Aside from that, SAIL has provided Rs 50 crore to Chhattisgarh Technical University to promote technical education and industry-education partnership. Industrial Training Institutes (ITIs) have also been established in Gua Mines and Bokaro, with two further ITIs being erected in Uttar Pradesh. Scholarships for ITI and nursing courses for people from underprivileged backgrounds and women, sponsorships for students pursuing technical education, free coaching and help to needy and disadvantaged children pursuing higher education, and so on are some of SAIL's other educational priorities.

SAIL's CSR in Extending Connectivity and Water Facilities to Rural Areas

Water Facilities

Since its beginning, over 8176 water sources have been established, providing simple access to drinking water for over 50 lakh people living in remote places. (Chatterjee, D., & Sarkar, R. (2016).

Connectivity

Roads facilitate communication and the expansion of economic and social activity. SAIL has been involved in the construction and repair of roads in remote locations since its foundation, and has built roads in 435 villages, benefiting over 73 lakh people. SAIL installed 5,153 water sources in remote locations, supplying drinking water for over 38 lakh people (www.scribd.com). Each SAIL plant ensures that villagers within a 16-18 km radius of its township have access to drinkable water.

Model Steel Villages

To bridge the gap between rural and urban areas and enable comprehensive development of both physical and social infrastructure, 79 villages in eight states around the country have been designated as 'Model Steel Villages'. Medical and health services, education, roads and connectivity, sanitation, community centres, livelihood generating, sports facilities, and so on are among the development initiatives taking place in these villages.

Sail In Solar Power

One of SAIL's primary goals is to promote alternative energy sources. This year, SAIL, in collaboration with the Jharkhand Renewable Energy Development Agency, is assisting in the establishment of 100-kw Community Solar Power Plants in Jarri, Albert Ekka Block, Jharkhand (Maurya, R. (2016). SAIL is also installing solar street lighting in public places to address the country's power crisis in rural and mining areas.

Sail In Calamity Aid

SAIL has always been a trend setter in terms of assisting people during natural disasters, and it has recently supported the construction of low-cost houses in Leh following a cloudburst, provided galvanised sheets to Sikkim earthquake victims, contributed to the Chief Minister's Relief Fund for aid to people affected by the Odisha floods, and provided flood relief packets during the Uttar Pradesh floods.

Sail In Women Empowerment & Sustainable Income Generation

Villagers receive vocational training in several fields, including agriculture, mushroom cultivation, animal husbandry (goatery, poultry, fishing, piggery), and achar/papad/agarbatti production. Welders, fitters, and electricians receive training, as well as sewing and needlework, smokeless chullah manufacture, and other skills. Vocational training centres, such as Bhilai Ispat Kaushal Kutir, have been established for rural and unemployed youth, as have Skill Development & Self Employment Training Institutes for women and girls.

'Kiran', run by 97 women crafters from conterminous townlets of Kiriburu Ore Mines, is one of the topmost success stories of passage- supported Self Help Group systems (Bhawnani 2014). Kiran-branded towels, bedsheets, sarees, Diwali candles, and agarbattis are being sold through door-to-door marketing campaigns and cooperatives.

Sail in Sports, Art & Culture

Sports

SAIL has also become an integral part of the nation's sporting history. From the early beginnings to the recent avalanche of medals, prizes, and accolades, the steel major has supported and promoted several sports disciplines and athletes (Manish Kumar, 2019). SAIL backed wrestlers Sushil Kumar, Yogeshwar Dutt, and Deepak Sharma, all of whom earned top honours and made their country proud at international tournaments such as the Beijing Olympics and Commonwealth Games 2010. SAIL was the presenting sponsor of World Cup Hockey 2010 and has sponsored the Asian Tour-level SAIL (Ranjan, R., & Tiwary, P. K.

(2018). The firm has also established six academies at its plant and mine locations: athletics (boys and girls), hockey, football, and archery.

Preservation of Art and Culture:

The promotion and preservation of many forms of Indian arts and traditions enhances our cultural diversity. To achieve this goal, SAIL has provided funding for the upkeep of monuments in Delhi's Lodhi Gardens and Rourkela's Vedvyas, Saraswati kund. Every year, a 5-day Chhattisgarh Lok Kala Mahotsav is held in Bhilai and surrounding areas to preserve the unique qualities of tribal culture, with over 600 artists taking part. SAIL organises Gramin Lokotsavs and Gramin athletics events in several areas throughout the year to promote local culture and games.

Sail in Awards and Accolades

SAIL's sweats as a good commercial citizen in nation development have been recognised by a variety of organisations through awards and accolades. This includes the SKOCH Financial Addition Award- 2012 for Women commission in India. Shining Star CSR Award- 2010 by Wockhardt Foundation in the Iron & Steel order, SCOPE Meritorious Award for Commercial Social Responsibility & Responsiveness for the time 2008- 09, Annual FICCI Awards 2008- 09 in the order of 'The Vision Corporate Triple Impact- Business Performance, Social & Environmental Action and Globalisation', Business World- FICCI- SEDF CSR Award for the time 2006, FICCI Award for Rural & Community Development 2006- 07, CSR Award of the Ministry(Bhawnani, & Bhawnani, 2014).

The Bhilai Steel Plant received the Golden Peacock Award for CSR in 2008, 2009, and 2008-09, as well as the Tamil Nadu Government's CSR Award for Salem Steel Plant in 2007-08 and 2008-09. (Bhawnani, & Bhawnani, 2014).

Sail in Initiatives Benefit Divyang and Senior Citizens

Divyang (children/people) are helped by the supply of equipment such as tricycles, motorised vehicles, callipers, hearing aids, artificial limbs, and so on. SAIL supports centres and programs at its plants, such as "Schools for Blind, Deaf, and Mentally Challenged Children" and "Home and Hope" in Rourkela, "Ashalata Kendra" in Bokaro (www.indiainfoline.com). Old age homes are maintained in many Plant townships such as "Siyan Sadan" in Bhilai, "Abasar", "Acharya Dham" in Durgapur, and "Sr. Citizens Home" in Rourkela, among others. Assistive aids and devices include tricycles, motorised vehicles, callipers, hearing aids, smart phones, and smart canes(www.indiainfoline.com).

Artificial Limbs Manufacturing Corporation of India (ALIMCO) products were distributed to Divyangjans through your company's plants/units and corporate office in New Delhi.

SAIL in Environmental Conservation

Parks, water bodies, botanical gardens, and plantations, as well as over 5 lakh trees in townships, are being mainta

Conclusion

Public sector enterprises face higher societal expectations than private sector enterprises, making CSR measures more vital. Steel Authority of India Limited, a distinguished "Maharatna" firm, ranks first among public sector enterprises but falls below private sector enterprises. Since its inception, SAIL has consistently aimed to make a positive impact on people's lives. The company has committed to CSR by Board Resolution and CSR policy, earmarking 2% of Profit After Tax for CSR activities. However, these monies should be allocated based on societal needs, prioritising important issues. Companies should organise health camps. The company's health camps should prioritise non-medicinal activities. Collaborate with non-governmental organisations to conduct health-related surveys. Problems can be identified. Transferring authorised cash to a CSR fund prevents fund lapse and ensures full use. The company's efforts towards Corporate Social

Responsibility are commendable. However, it is important to understand the fundamental meaning of CSR and ensure that resources are returned to society. To maintain balance, it is necessary to pay close attention to evaluating the impact of SAIL's activities on society and the environment, as well as its CSR actions on the society.

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