
A Study on Corporate Social Responsibility in Singareni Collieries Company Limited

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ABSTRACT : Corporate Social Responsibility (CSR) is becoming an increasingly important activity to businesses nationally and internationally. It has been on the agenda in India for a considerable period. Most big Indian corporations are engaged in some CSR activities. As is the case in many countries, the private sector is generally more active in this area than the governmental/public sector. The concept of corporate social responsibility in organizations has moral, ethical, and philanthropic responsibilities in addition to their responsibilities. This paper attempts to address the aspects of social responsibility of the business in light of labor welfare at Singareni Collieries Company Limited, Kothagudem, Khamam District in Andhra Pradesh. The objective of this study mainly aims to find out, how the corporate social responsibility practices are held effectively in providing a quality of life to local community people and its role in the development of society. The research is conducted by implementing a structured Questionnaire which was distributed to employees and local community people. It was found that SCCL is undertaking many corporate social responsibilities like conducting awareness programmes, medical camps and community development programmes.

Key Words : Corporate social responsibility, local community, Labor welfare, Quality of work Life, Corporate ethics, Awareness.

I INTRODUCTION:

Corporate Social Responsibility (CSR) is becoming an increasingly important activity to businesses nationally and internationally. As globalisation accelerates and large corporations serve as global providers, these corporations have progressively recognised the benefits of providing CSR programs in their various locations. CSR activities are now being undertaken throughout the globe. Corporate social responsibility enables companies to create a positive impact in the community. Corporate Social Responsibility (CSR) pertains to the corporation's interaction with society and its responsibilities to society in general. It demands that commercial success be gained through positive practices that aim to promote general welfare. Success, after all, is not only measured in monetary terms but also the corporation's impact on the community, on its customers and on the environment.

Corporate social responsibility (CSR) can be defined as the "economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time" (Carroll and Buchholtz 2003, p. 36). The concept of corporate social responsibility means that organizations

have moral, ethical, and philanthropic responsibilities in addition to their responsibilities to earn a fair return for investors and comply with the law. A traditional view of the corporation suggests that its primary, if not sole, responsibility is to its owners, or stockholders. However, CSR requires organizations to adopt a broader view of its responsibilities that includes not only stockholders, but many other constituencies as well, including employees, suppliers, customers, the local community, local, state, and federal governments, environmental groups, and other special interest groups called "stakeholders."

Carroll and Buchholtz's four-part definition of CSR makes explicit the multi-faceted nature of social responsibility. The **economic responsibilities** cited in the definition refer to society's expectation that organizations are expected to be efficient, profitable, and to keep shareholder and stakeholder's interests in mind. The **legal responsibilities** relate to the expectation that organizations will comply with the laws set down by society to govern competition in the marketplace. The **ethical responsibilities** concern societal expectations that go beyond the law, such as the expectation that organizations will conduct their affairs in a fair and just way. Finally, the **discretionary responsibilities** of corporations refer things as philanthropic support of programs benefiting a community or the nation. It may also involve donating employee expertise and time to worthy causes.

II OBJECTIVES OF THE STUDY:

1. To study the perception of employees of Singareni Collieries Company Limited towards corporate social responsibility.
2. To study the effectiveness and efficiency of the activities that is performed by the company under corporate social responsibility.

III RESEARCH METHODOLOGY:

Data was collected from primary as well as secondary sources. Primary data was collected through questionnaire, interview and observation directly from consumers and with the executives of organization concerned. Secondary data are the information that is already exists and which is collected for specific purpose at hand & which have already been passed through statistical process. The secondary data have been collected from books, Journals, Internet and Magazines.

IV REVIEW OF LITERATURE:

A cursory glance at the literature of CSR provides an ample evidence of growing importance of CSR in India and the world. Melynyte and Ruzevicius (2008), in a study have examined the relationship between CSR and HRM and the situation in Lithuanian companies-how employees are willing to engage in the CSR activities. They observed that CSR provides HR with opportunities to contribute to business success and employee satisfaction and performance. It also provides additional opportunities to contribute to community wellbeing.

Pradhan (2008) opined the CSR is a buzzword in the corporate world today; more and more companies are waking up to the concept of social accountability rather than just overall financial success. Now, the importance of CSR has grown to such an extent that even before the land is acquired and foundation stone is laid for a project, the company launches its CSR activities in that area. Thus, it is assumed by the companies that a solid foundation of CSR is a pre condition of building a strong business empire.

Menon (2006) observes that, today in India, there is a new army of volunteers who are emerging from offices, canines and boardrooms and spilling out on to the streets. Bansal et al. (2008) describes how to translate good intentions into real results and improve firm's CSR performance. Planning Commission (2007) says that CSR needs to be fully integrated into its policies and culture. CSR should engage with local communities and work together on common strategies to ensure that solutions are found while keeping in view of national priorities and the development paradigm. The corporate sector should respect human rights and take in to consideration the impact of its economic decisions, especially in situations like setting up of Specific Economic Zones (SEZs).

Center for Corporate Research and Training (2003) studied large sized Indian companies, more specifically the companies that were included in the National Stock Exchange's (NSE) broad based index-S&P CNX NIFTY, during January 2003. The study reveals that although many companies are aware of CSR and Benefits, the concept is yet to become a part of core business strategy. CSR is not about philanthropy. It is not just about visiting orphanages and giving money to the destitute. It is about building inclusion (Shanmugam, 2006). In fact, corporate philanthropy is giving way to CSR (Bhowmik, 2004). CSR is a corporate strategy for survival, not undertaken for mere 'Feel good factor' (Gopinath and Murlidhar, 2006).

V FINDINGS OF THE STUDY:

1. SCCL's concern for the Society among the Respondents

Ho : There is no significance difference in SCCL's concern about the society among the respondents

H1 : There is significance difference in SCCL's concern about the society among the respondents

Options	No. of respondents	%
Yes	160	80
Neutral	40	20
No	0	0
Total	200	100

Ho is rejected. There is a significant difference regarding SCCL's concern about society among the respondents. Table 1 reveals that 80% of the employees reveal that SCCL has concern for society and only 20% of the employees are not sure about the concept.

2. Performance of corporate social responsibility activities of SCCL

Ho : There is no significance difference in Performance of corporate social responsibility activities of SCCL

H1 : There is significance difference in Performance of corporate social responsibility activities of SCCL

Options	No. of respondents	%
Excellent	50	25
Good	120	60
Poor	30	15
Total	200	100

Ho is rejected. There is a significant difference regarding Performance of corporate social responsibility activities of SCCL. Table 2 reveals that 60% of the employees are satisfied with the performance of CSR activities and only 15% of the employees are not satisfied.

3. Ranking of the activities according to the usefulness

Options	No. of respondents	Rank Order	%
Awareness Programs	30	V	15
Infrastructural Activities	25	IV	12.5
Medical Services	55	II	27.5
Vocational Training	75	I	37.5
Charity	15	III	7.5
Total	200		100

Table 3 reveals that 37.5% of people have given 1st rank for vocational training, 27.5% of people have given 2nd rank for medical service, 15% of people have given 3rd rank for awareness programs, 12.5% for infrastructural activities and 7.5% for charity

4. SCCL activities benefit the unemployed people and make them able to generate their own employment

Ho: There is no significance difference in employment opportunities under corporate social responsibility activities of SCCL.

H1: There is significance difference in employment opportunities under corporate social responsibility activities of SCCL.

Options	No. of respondents	%
Yes	200	100
No	0	0
Total	200	100

Ho is rejected. There is a significant difference regarding Performance of corporate social responsibility activities of SCCL. Table 4 reveals that 100% people agreed that SCCL is doing some activities for the benefit of unemployed people and making them able to generate their own employment.

5. Courses offered under the vocational training by SCCL are very useful and productive

Options	No. of respondents	%
Yes	200	100
Neutral	0	0
No	0	0
Total	200	100

Ho is rejected. There is a significant difference regarding SCCL's concern about effectiveness of vocational training programmes conducted by SCCL. Table 5 reveals that 100% of the employees agree that vocational trainings are useful & productive.

6. The company is bringing awareness among the local community people by conducting many awareness programs

Ho: There is no significance difference in bringing awareness among the local community people by conducting many awareness programs.

H1: There is significance difference in bringing awareness among the local community people by conducting many awareness programs.

Options	No. of respondents	%
Yes	110	60
Neutral	60	30
No	30	15
Total	200	100

Ho is rejected. There is significance difference in bringing awareness among the local community people by conducting many awareness programs. Table 6 reveals that 60% people agreed, 30% people replied neutral while 15% people disagreed.

7. Is SCCL is promoting the importance of environment and nature among the people?

Ho: There is no significance difference in promoting the importance of environment and nature among the people.

H1: There is significance difference in promoting the importance of environment and nature among the people

Options	No. of respondents	%
Yes	170	85
Neutral	30	15
No	0	0
Total	200	100

Ho is rejected. There is significance difference in promoting the importance of environment and nature among the people. From the above chart it can be observed that 85% people strongly agreed, 15% people replied neutral.

VI FINDINGS

Through the secondary information from HRD department and through the survey conducted through questionnaire method the following findings can be mentioned

1. The SCCL is doing some activities under CORPORATE SOCIAL RESPONSIBILITY.
2. Nearly 900 people were selected and trained in various vocational training courses conducted by SSS Manuguru.
3. 278 crores were spent in the name of SHAPE Funds by laying roads, constructing widening bridges and providing central lightening for Manuguru area.
4. A deaf and dumb student named Kavitha was sanctioned Rs: 70,000/- for purchasing hearing head.
5. 15 programmes were conducted for the awareness of the local community people.
6. 3 mega medical camps were conducted and many people were benefited and solved their health problems.

VII SUGGESTIONS

1. The company is recommended to increase its services to other surrounding areas.
2. The company is suggested to follow up the people who got training through SSS of Manuguru.
3. The company is suggested to provide loans for the trainees to start their own business.
4. The company is recommended to take care of quality while constructing any infrastructural elements.
5. The company is suggested to increase the training period for the vocational training courses.
6. The company is suggested to continue its CSR activities with the same spirit to gain much good will in the society.

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