
Rural Impact: Initiatives for Corporate Social Responsibility (CSR) by Industries in Jharkhand

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Abstract:

The purpose of this research is to highlight the Corporate Social Responsibility (CSR) initiatives, sustainable practices, and distinctive actions made by these companies to benefit tribal people and have an influence in rural areas. These businesses are encouraging and supporting small-scale businesses and taking steps to strengthen the start-up environment, along with the government. We have studied sustainability in a single snapshot of the critical industries in Jharkhand. Cross-sectional and exploratory research designs have been employed. Data was gathered through interviews, publications in journals and other publications, yearly reports, and sustainability reports. According to the research, innovation is a crucial component of a sustainable firm. This study also demonstrates the contribution made by these industries' sustainability initiatives to the improvement of rural Jharkhand. It also lays out a conceptual foundation model and the ramifications for both policy and strategy.

Keywords: Corporate Social Responsibility; Initiatives; Rural Impact

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Introduction

In the tribal state of Jharkhand, rural residents earn a living either through agriculture or employment in important industries. Agriculture has a unique role within the concept of sustainable rural development since it represents the most common activity of the rural economy. The concept of corporate social responsibility (CSR) is one of the strategies used to enhance society. CSR initiatives are being carried out by businesses to eradicate poverty in the nation. To differentiate themselves from the competition in the eyes of their customers and to open up new markets, they innovate their products. In India and other countries, there are several conceptual papers on rural development. I am aware of a few articles, though, that examine the impact of sustainability initiatives by polluting companies in rural Jharkhand. Sustainable development leads to innovation of new product so that the demands of the customers are satisfied with optimum utilization of resources. By conservation of energy, use of solar and wind power, water conservation through effluent treatment plants, rainwater harvesting so that the customer gets the same product at a lower cost. Employment of rural people is another aspect of sustainable development. It has advantages in two folds. Firstly, rural people get a job. There is overall economic growth. Standard of living increases. Per capita income increases. Secondly, they influence society to purchase the organization's product. They help to create awareness about the product. They affect culture about the utility of the offering. Climate change is another factor taken into consideration for any organisation to be sustainable. Due to greenhouse gas, global warming, ozone layer depletion, pollution caused by these industries is hazardous for the people working in the organisation and society. Thus, organizations undertake various sustainability measures to protect people from the poisonous gases which cause respiratory diseases, heart problems etc. released by these industries. They recycle, reduce, reuse the waste and form a new product. Sustainability measures even help in reducing the cost of the product. Sustainable development helps in saving the ecosystem, improves financial performance differentiates the business, sales increment, profit increment, insights about product awareness, employment generation, overall economic growth, goodwill enhancement. Government agencies and socially motivated organization should put effort to create opportunities for sustainable development

Literature Review

In 1947, after the massive destruction caused by World War II, tremendous efforts were undertaken by governments to revive the economy, but the pace of development was slow. To bridge this gap, Bowen, in 1953, in his seminal work "Corporate Responsibility of the Businessman," emphasized the social context of CSR and expressed it to be a philanthropic activity. In 1960, Davis argued that organizations must undertake social activities, which would reciprocate and help them gain economic benefits. He argued that power and

social activities should go hand in hand; otherwise, they would create new problems. After that, in 1970, the government passed numerous legislations concerning the environment. Supporting Levitt's argument, Milton Friedman, in 1970, posited that the main aim of a business is profit maximization, and therefore corporate can gain economic advantages by satisfying their shareholders.

Against Friedman, Jhonson in 1971 argued that businesses have an additional legal obligation towards social upliftment. Therefore, the "Sustainable Development" doctrine was discussed in the Stockholm Declaration of 1972 that laid down principles to preserve and protect the environment. Many experts still indicated the need to research, conceptualize the meaning and benefits, and develop a theoretical paradigm and policies relating to CSR. Carroll, in 1979, proposed the first approach to CSR by stating a three-layer pyramid that dealt with the practical integration of CSR in businesses. In the transitional phase from 1970 to 1980, there existed specific variants like stakeholder theory, business ethics that came into existence. Liberalization in the 1980s led to a growth in the business by loosening the strict control of the government and creating a free-market economy and resulting in the privatization of the corporate. It led to a change from social and philanthropic dimensions to the economic dimension of CSR. The managers now focused upon monetary and financial aspects. Hence, in 1984, Milton Freeman, in his seminal work "Strategic Management: A stakeholder approach, " highlighted the various benefits a firm can gain by satisfying its stakeholders

Later on, in the 1990s, the moral imperative gained importance due to several accidents like the Bhopal gas tragedy. The end of the cold war and the collapse of the Soviet Union opened doors for private investment and globalization in the 1990s. The organizations gradually realized that CSR initiatives help to gain an edge over competitors. Thus, the institutionalization of CSR gained importance with the formation of GRI guidelines, ISO 14001, etc., and paved the way to a new aspect known as corporate citizenship (Carroll 1999). During this time, Carroll, in 1991 had revisited his work and proposed a pyramidal ladder stating the responsibilities and reasons for organizations to undertake CSR initiative and their attainment. In the late 1990s, to resolve the developmental issues caused by the cold war, the member countries, in 1992, organized the United Nations Conference on Environment and Development (UNCED) held in Rio De Janeiro (The Earth Summit) that dealt with issues like biodiversity protection, greenhouse gases reduction, etc. In a similar vein, John Elkington in 1997 added to the literature on sustainable development by propounding the triple bottom line concept in his book "Cannibals with folks." He explained that by integrating societal and environmentally friendly activities, a firm could gain economic benefits and be sustainable.

In late 2000, Wayne Wisser introduced a new approach, CSR 2.0, a double helix model considering sustainability and responsibility dimensions together. It is how CSR evolved, and corporate social

responsibility is now known as corporate sustainable

Sustainability Measures undertaken by Industries in Jharkhand

Iron and Steel Industries: Tata Steel and BOKARO Steel Plant are two large iron and steel titans in Jharkhand. Education, health, community welfare, and women's empowerment are among the CSR initiatives carried out. "Tata Steel interacts with the neighbourhood by holding public hearings and engaging with tribal leaders. In the Ramgarh village of Bhelgarha, there was a health camp and a plantation campaign arranged. They strive to promote and preserve tribal culture in the state of Jharkhand through working for tribal music and culture (TATA Steel, 2017). He started a programme called "NAVJEEVAN" to offer special services like health, education, and women's empowerment. To advance tribal people and foster skill development, they established the Tata Steel Rural Development Society, TATA Cultural Society, and TATA Skill Development Society. They hold a tribal gathering called "SAMVAAD" to talk about preserving traditional lifestyles. Tribal people of Jharkhand depend on agriculture for their livelihood. Market yards aid in ensuring that farmers receive their goods at a fair price. They have a programme called "MANSI" for newborns' health care. In Jharkhand communities, solar lights have also been erected. KGVK was founded by USHA MARTIN to support the locals of Jharkhand's tribal areas. For kids, primary education is crucial (USHA MARTIN, Annual Report 2017).

Cement Industry: Education, healthcare, agriculture, animal husbandry, skill development, rural infrastructure development, and disaster assistance programmes are all examples of CSR programmes. For the rural residents of Palamu, Aditya Birla Chemical Industry provided free medicine and free cataract operation. They also maintain hand pumps, recharging ponds, and water-harvesting structures to supply Jharkhand's rural residents with safe drinking water. Toilets have been built in rural regions close to the Patratu facility. They provide blankets to locals during the winter (Burnpur cement annual report 2016-2017). For the benefit of rural residents, highways have been built there. "Sarve Janah Sukhino Bhavantu" is a campaign started by Burnpur Cement in Jharkhand to aid rural residents who are suffering from cataract blindness and thalassemia detection in the community.

Chemical Industry: Fertilizers and insecticides are produced by chemical businesses for use in agriculture in order to increase crop output and prevent crop destruction. By exporting grains and prepared foods, it also helps the nation's exports grow, raising the GDP of the nation. By creating medications, it even helps save lives. It aids in the production of everyday goods including detergents, soaps, and perfumes. Education, health, community welfare, and women's empowerment are CSR activities. Responsible stewardship, stakeholder engagement, and future-proofing are the three pillars of sustainability.

Engineering Industry Industry CSR initiatives in Jharkhand include the following: HEC offers adjacent villages free medical care. It has a training facility where they offer industrial training to help young people develop the skills necessary to create jobs. They run a blind relief campaign for BPL families, and 150 out of 225 of the operations were performed (annual report, HEC). They conduct training programmes pertaining to employee safety. They often conduct tree planting campaigns throughout the neighbourhood. They collaborate with the Ayush Foundation to offer free physiotherapy camps. They carried out a campaign to raise community awareness of health.

A dorm for blind females has been built by MECON in Ranchi. A boy's hostel has also been constructed in an orphanage in Sungri and Khunti. They have established a drinking water system in Simdega. At Ispat Mahila Vikas Sahyog, they ran a programme to strengthen their pottery and ceramics skills. For the BPL portion of society, cleft lip and palate operations were performed. In adjacent villages, they set up a tribal folk and traditional painting camp. To help the tribal people, they also built a tribal high school in Khunti. Seven facilities have been created to educate and empower women. MECON has given three ambulances to Jharkhand's rural residents.

MECON has constructed 53 toilets in MHRD schools for girls. Moreover, they use solar energy. To conserve power, they modify the operating system of the compressor. They plan for the optimal load to save energy..

Handloom Industries:

Tussar silk is widely manufactured in Jharkhand. Additionally, it offers an accessible market for agricultural goods. JHARCRAFT is a government-run programme in this country that supports farmers, weavers, and other artisans as well as sericulture. It gives tribal people jobs, training, and opportunities to advance their knowledge of dhokra art, tribal artwork, leather goods, jute goods, cane goods, bamboo goods, etc. They impart money-making skills to the Jharkhandi peasants. To help them improve, they even provide them with raw materials and buy their finished goods. As a result, it aids in generating cash for the underprivileged and poorer segments of society. Even the state's fight against poverty benefits from it. Additionally, it offers local craftspeople instruction in entrepreneurial development. It has trained 1370 rural residents.

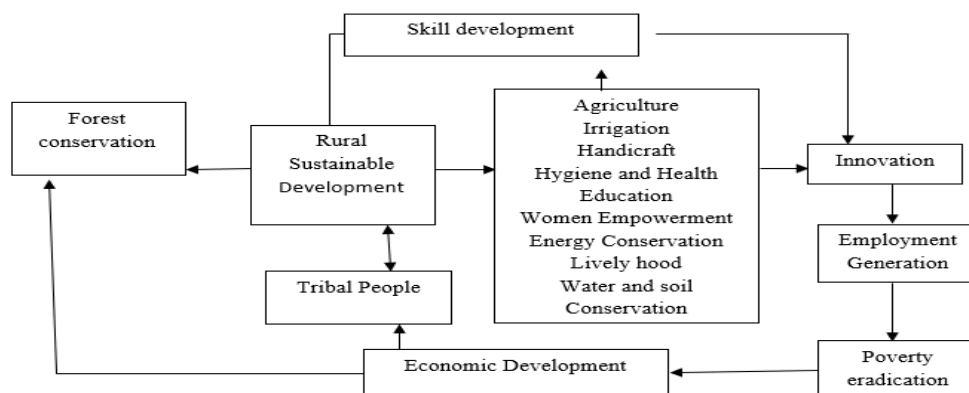
Mineral industry: Coal, copper, iron ore, bauxite, and other types of abundant mineral resources may be found in Jharkhand. the coal industry Jharkhand state is home to a huge fuel reserve. In India, it makes up 27.3% of the country's coal reserves (IBEF, 2017). Coal aids in the generation of heat and power. Coal is liquefied to create gas and fuel. Health, water, and sanitation CSR initiatives are carried out by various industries. These businesses make significant efforts to relocate and rehabilitate the local populace. For these industries, the health and safety of the workforce is of utmost importance. BPL residents in numerous areas

have received blankets from CCL. Health camp at Gandhinagar colony was conducted. 38 children from the BPL society are chosen and given free accommodation and lodging while enrolled in class X1 at the D.A.V Gandhinagar School.

They also provide funding for the tribal students to take admissions coaching at any reputable technical institute. In Jharkhand, CCL offers mainstreamed education to dropouts. Also conducted are health check-up camps for conditions like hypertension, cardiac disease, etc. Through its CSR dispensary, they offer free medical care to isolated areas of Jharkhand. In schools, restrooms have been built for sanitation. To help the unemployed find work, it organises skill-upgrading training programmes like driving, computer training, and tailoring. In order to encourage entrepreneurship, they offer training. These businesses provide funding to advance sports in Jharkhand's remote communities. In and around Ranchi, they have installed solar lamps for rural communities. They build roads, community centres, etc. Each year, various sectors of the economy undertake extensive tree planting programmes. They help in the preservation and reuse of topsoil. They assist powerhouses with equipment for disposal of fly ash in mine voids. Regular water sprinkling reduces spontaneous fire in raw coal stocks /reject dumps.

A sustainable Model for Jharkhand

4. A sustainable model for Jharkhand



A sustainable model for Jharkhand

In the tribal state of Jharkhand, rural tribal people rely on agriculture, irrigation, handicrafts, and other sources of income to survive. The introduction of new technology and the development of rural residents'

skills leads to the creation of jobs and the eradication of poverty. The level of living rises as per capita income does. As a result, it promotes the state's and the nation's economic growth.

Conclusion

Jharkhand has a massive reservoir of resources. All the principal industries are undertaking a lot of initiative to be sustainable. They are protecting the environment by tree plantation, installation of chimneys, and utilizing fossil fuels optimally. Jharkhand is a labour intensive state; therefore, these industries are taking many initiatives for skill development in Jharkhand by imparting vocational training for skill development to generate employment or to promote entrepreneurship. They are even helping and funding Startups in Jharkhand to enrich the start-up ecosystem. These industries fund startups to encourage innovation and offer enhanced services to rural people. Startups will also help in creating a linkage between rural and urban Jharkhand. Jharkhand has vast forestland. These industries are undertaking measures to protect the forest. Agriculture is the prime occupation of rural people of Jharkhand. These industries give vocational training to farmers about it. They even provide fertilizers, edible yielding seeds to enrich their crops. They supply pesticides to protect their crops. These industries are focusing on every aspect of sustainability, i.e., they are making every effort to protect the environment, people, and business. The Jharkhand government is assisting these businesses in innovating and promoting rural areas.

Rural Impact

1. By hiring rural residents, these companies help to end poverty. As per capita income rises, so does rural residents' purchasing power.
2. Improvement in the standard of living for those who live in rural areas.
3. One of these sectors' most important CSR initiatives is the empowerment of women. In order to improve their skills and make them independent, they are being trained and given preferences and quotas for women. They close the gender equality gap as a result.
4. Educate and inform kids about sustainability. The skill is advanced through vocational training. By planting trees, preserving wildlife, building chimneys, preserving water and soil, and conserving energy, they protect the environment. Additionally, they are focusing on rural residents' rehabilitation and relocation. As a result, it shields rural residents from a variety of respiratory illnesses.
5. Infrastructure is being built in rural areas to connect them to urban areas.
6. These industries take care of the health and cleanliness of all of their workers, which inspires them to achieve both personal and organisational goals.
7. The Gross Domestic Product of the nation is raised by these industries. National Income of the

nation rises leading to the economic growth of the country.6.

Recommendation:

Jharkhand is a tribal state where tribal people are living at the bottom of the pyramid. Jharkhand government should make certain policy level and strategic level implications.

a) Policy level implication:

- i. The Jharkhand government should implement measures for creating jobs, promoting industry, maintaining regional harmony, and fostering rural development. The government ought to adopt measures to boost farmer income. development of systems to support agro-based enterprises in Jharkhand and the formulation of plans to provide them with easily available bank financing. A new system should be established by the government to create, manage, coordinate, and carry out plans for rural development. India's economy is labor-intensive, thus they should create systems and initiatives to support industries like tourism, retail, and agro-based for Jharkhand's rural development..

b) Strategy level implication:

- i. Jharkhand Government: Through radio and television, they should inform and enlighten farmers on the evolution of agricultural commodity prices. To stop them from being taken advantage of, they should inform rural residents on the government's land, tax, and other policies. Encourage farmers who want to expand their business into non-farming endeavours like organic production to consult with business advisors.

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