

AN OVERVIEW OF CORPORATE SOCIAL RESPONSIBILITY STRATEGIES ADOPTED BY JSW STEEL WITH JSW FOUNDATION

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emphasizing on Corporate Social Responsibilities' Triple Bottom Line:

ABSTRACT

Now a days we see growing concern for Corporate Social Responsibility (CSR) by Indian Companies. Corporate Social Responsibility (CSR), can be described as, commitment to the socio-economic progress of the people. It is effective technique of earning viable profit and preserving stakeholders' wealth. Many Indian companies have created their distinct appearance in the area of Corporate Social Responsibility (CSR) by taking various social drives for advancement of community welfare. It has been found that Indian companies are mostly involved in CSR activities in the area of Rural Growth, Training, Women and Child welfare. This Research paper pursues an overview of Corporate Social Responsibility strategies adopted by JSW Steel with JSW Foundation.

Key Words: Corporate Social Responsibility (Csr), Jsw Steel,

INTRODUCTION

Companies have an obligation to give back to the society in which it function. Now a days stakeholders give more importance to the companies that not only supply a superior quality product or service, but also good morals and ethics. Corporate Social Responsibility is one of the tool to demonstrate the ethos of good morality and ethics by the companies. In India more and more companies are

Public, Planet and Profit. These Monetary, Social and Environmental values help to quantify an organization's attainment and influence on different stakeholders. Corporate Social Responsibility is instrument by which companies give something return to the nation, but the question for the companies is to ascertain Corporate Social Responsibility primacy and the regions which are significant for the society. So, it is essential to study and recognize the Corporate Social Responsibility footsteps being taken by different corporate firms.

Objectives of the Study

1. To understand the concept of Corporate Social Responsibility
2. To know the basic requirement of Corporate Social Responsibility pertaining to Corporate Social Responsibility in India
3. To study Corporate Social Responsibility practices of JSW Steel Limited with JSW Foundation

Scope of the Study

The study is related to application of Corporate Social Responsibility in JSW Steel Limited with JSW Foundation. The study highlights the Conceptual framework of Corporate Social Responsibility. The period of

consideration for the study is for four years, 2014-15, 2015-16, 2016-17 and 2017-2018.

RESEARCH METHODOLOGY

The data is collected from various secondary sources like Annual Reports, Different books, Articles and several web sites related to Corporate Social Responsibility.

LITERATURE REVIEW

A comparative study piloted by Khan and Atkinson (1987) on the Managerial Attitudes to Social Responsibility: A comparative study in India and Britain indicates that most of the Indian executives approved Corporate Social Responsibility as applicable to business and sensed that business has duties not only to the shareholders and employees but different stakeholders like customers, suppliers, society and to the state also. (Khan AF, 1987) According to study conducted by Shashank Shah and Sudhir Bhaskar (2010) on Bharat Petroleum Corporation Ltd. (Public Sector Indian Oil Company, there is an extensive relationship between the firm and the society. The firm avail the means of the society like human, material etc. and in render services to the society. The study also discovered that BPCL has taken a lot of projects to aid the society. (Shashank Shah, 2001) Harbajan Bansal, Vinu Parida and Pankaj Kumar (2012) in their Research paper entitled "Emerging trends of CSR in India" analysed Annual Reports of 30 companies of 11 sectors listed in the Bombay Stock Exchange like Transport Equipment sector, Finance and Metal Mining sector, IT & Power, Capital goods, Telecom, Housing, FMCG, Oil & Gas, etc. The study established that the companies today are working not only to earn profit but have also recognized the significance of being social friendly. (Bansal Harbajan, 2012)

According to Satinder Singh and Aishwarya Sharma, the key to

maximizing returns for all the stakeholders in the given situation is to emphasize on developing effective and need based CSR strategies so that the investments can yield intended results. They recognize that companies have, in their own ways, been contributing to the foundation of CSR in India. They have, with their desired methods of intervention, been addressing national concerns such as livelihood promotion, community development, environment, making health services more accessible, creating inclusive markets and so on. New Companies Act 2013 has increased the investment as well strategic efforts for CSR in India. (Satinder Singh, 2015) In her paper Poonam (2016) concludes that social responsibility is regarded as an important business issue of Indian companies irrespective of size, sector, and business goal. Therefore, CSR actions have positive impacts not only on development of rural community but also in their business. (Poonam, 2016)

MEANING OF CORPORATE SOCIAL RESPONSIBILITY

According to Business Dictionary Corporate Social Responsibility refers to A company's sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship through their waste and pollution reduction processes, by contributing educational and social programs, and by earning adequate returns on the employed resources. See also corporate citizenship. (<http://www.businessdictionary.com>, 2018)

CORPORATE SOCIAL RESPONSIBILITY IN INDIA

In India Section 135 of the Companies Act 2013 outlines CSR and span of required CSR clause. Some of the fundamental requirements of the Act are:

Applicable to all companies incorporated in India and having either of the following in any financial year – Section 135(1)

Net Worth of Rs. 500 Crores or more; or
 Turnover of Rs. 1000 Crores or more; or
 Net Profit of Rs. 5 Crores or more

CSR is applicable from Financial Year 2014-15. For the purpose of First CSR reporting the Net Profit shall mean average of the annual net profit of the preceding three financial years

Companies need to spend 2% of the Average Net Profits made by the company during every block of three years

IMPORTANCE OF STUDY CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate Social Responsibility (CSR) is the most suitable technique for getting sustainable business. Social responsibility is beneficial to the firm in different methods like it can upsurge its fiscal worth, useful in increasing brand value. By the method of Corporate Social Responsibility companies demonstrate their solicitude for different participants like investors, employees, customers, local inhabitants etc.

PROFILE OF JSW STEEL LIMITED

The JSW Group's foray into steel manufacturing began in 1982, when it set up the Jindal Iron and Steel Company with its first steel plant at Vasind near Mumbai. The next two decades saw significant expansion and several acquisitions, following the merger of Jindal Iron and Steel Co (JISCO) and Jindal Vijayanagar Steel Ltd (JVSL) in 2005. Today JSW Steel Limited has plants in six locations in India - Vijayanagar in Karnataka, Salem in Tamil Nadu, and Tarapur, Vasind, Kalmeshwar and Dolvi in Maharashtra - with a combined capacity of 18 Metric Tones Per Annum. (www.jsw.in/steel/about-us, 2018)

SPECIAL INITIATIVE:

The Earth Care Awards (ECAs) is an initiative of JSW group and Times of India to felicitate climate friendly practices in the production and consumption by communities, entrepreneurs, large scale industries, small and medium scale enterprises. The award encourages the replicable creativity and involvement for the greenhouse gases (GHG) emission reduction, natural resource conservation, energy efficiency improvement, development and promotion of innovative eco-friendly alternatives from the year 2008.

PROFILE OF JSW FOUNDATION

JSW Foundation was started in the year 1989. JSW Foundation is section of JSW group of companies working for social development. The foundation strongly believe that every human being has enormous ability to succeed when they have been provided the correct chance to prosper. JSW foundation takes cognizant steps for reducing social and economic disproportions by offering better prospects through health, education, skill development and employment. They are working relentlessly to tackle the issue of malnutrition, facilitating to make learning more effective and meaningful, empowering the youth through employable skill programs, ensuring water security through long-term watershed development programs, providing access to sanitation facilities in rural areas to make them open defecation free, preserve and conserve national heritage and promotion of sports. They are firm in the conviction that only by enabling an educated nation, true change can come. (http://www.jsw.in, 2018) 1235-1250.

AMOUNT OF RUPEES PAID ON CORPORATE SOCIAL RESPONSIBILITY:

Following table and chart shows Amount spent on Corporate Social Responsibility by JSW Steel Limited:

Year	Actual Spend	Prescribed Spend
2014-2015	Rs. 43.39 Crores	Rs. 42.86 Crores
2015-2016	Rs. 51.36 Crores	Rs. 51.22 Crores
2016-2017	Rs. 42.94 Crores	Rs. 36.75 Crores
2017-2018	Rs. 53 Crores	Rs. 35 Crores



Name of Programme	Objective	Outreach
<u>Janani Se Janani Tak (JSJT)</u>	Addressing Malnutrition through GPS enabled live tracking of every child under the age	<ul style="list-style-type: none"> More than 25000 children (under the age of 6 years) & lactating mothers are administered the intake of Spirulina More than 8500 pregnant women tracked for prenatal care while facilitated More than 2000 free institutional deliveries at <u>Sangeevani</u> Hospital at <u>Vijayanagar, Ballari</u> district, Karnataka
<u>Sudhithridh</u>	Real-time growth monitoring of children using a mobile phone based application	<ul style="list-style-type: none"> Growth monitoring of More than 50000 children through mobile phone based application is enabling digital compilation of data 33 Public Health Centers and 93 Sub Centers upgraded to meet Indian Public Health Standards More than 35000 children/women provided nutrition support Health care outreach is reaching out to more than 2 lac people
<u>Saksham Bharat</u>	Access to quality education right from the inception	<ul style="list-style-type: none"> More than 45000 children benefitted through various education initiatives every year More than 150000 school children sponsored for Mid-Day meals More than 750 <u>Anganwadis</u> benefitted from Early Childhood Education initiatives; 11 Model <u>Anganwadis</u> constructed More than 600 <u>Anganwadi</u> workers and assistants received training More than 6000 youth gained employable skill from JSW Vocational Skill Schools
<u>Sammilit Bharat</u>	To bring women into the socio economic mainstream of the nation	<ul style="list-style-type: none"> More than 1500 women have received training in tailoring and fashion design More than 700 Self Help Groups bringing More than 10000 women together, 20 small rural enterprise running successfully Facilitated Rs. 1.60 Crore credit linkages to Self Help Groups women Life skill workshops benefitted. More than 2000 adolescent girls More than 2400 children rehabilitated from <u>Dongri</u> Home since JSW's intervention More than 1000 women benefitted from three ISO certified Rural BPO Centers The JSW rural BPOs have received Global Sourcing Council 3S Awards at New York City and NASSCOM Social Innovation Honors Awards at Mumbai and other mentions at prestigious digital and print media
<u>Sujal Bharat</u>	Facilitating availability of Water	<ul style="list-style-type: none"> More than 200000 cubic meters of water conservation achieved More than 7000 individual toilets constructed More than 400 school toilets repaired or constructed More than 450000 mangroves planted in 100 hectares of degraded mangrove land 60 climate crusaders have received Earth Care Awards since 2008 Partnered with Global Heritage Fund for the restoration of the 15th century <u>Chandramauleshwara</u> Temple in <u>Aneundi</u>, Karnataka and Conferred the UNESCO-Asia Pacific Award for Merit for Cultural Heritage Conservation Restored Krishna temple in <u>Hampi</u>, Karnataka. Revived the 14th century Sri <u>Eshwara</u> Temple, of <u>Chalukyan</u> style architecture, situated in Talur village of <u>Ballari</u> district. In the process of completing the restoration work of <u>Soumya</u> Someswara Temple, <u>Hampi</u>, Karnataka. Worked on restoring the Talur temple in <u>Ballari</u> district and the SNTD <u>Kanyashala</u> in Mumbai. Working on the restoration works of <u>Keneseth Elivahoo ynagogue, Mumbai</u> and 13 century village name <u>Kuldhara</u> in <u>Jaisalmir</u> district, <u>Rajasthan</u>. Set up <u>Kaladham</u> (Art Village) at <u>Vijayanagar</u>. It also exhibits the Museum called <u>Place Hampi</u>, a unique interactive exhibition of 3D panoramas, initially conceived by Museum Victoria, Australia. The Foundation also supports India's premier art magazine known as 'Art India'. The Foundation promotes various forms of traditional & contemporary visual and performing art by supporting promising artists through workshops, exhibitions and events. JSW Group, signed a Memorandum of Understanding with Government of Uttarakhnad to contribute their mite towards the reconstruction and restoration of <u>Kedarnath</u>. JSW Group has committed to the reconstruction and restoration of the <u>Adi Shankaracharya Kutir</u> along with a museum, Ghats on Rver <u>Saraswati</u> and part reconstruction of the Priests houses and other infrastructural facilities related to the houses in <u>Kedarnagiri</u>.
<u>Susanskrit Bharat</u>	Restoration of historic building is well recognized.	
<u>Sajeetv Bharat</u>	Promoting Sports Training	<ul style="list-style-type: none"> 12 JSW Athletes represented India in Rio 2016 Olympic Games. <u>Sakshi</u> Malik, supported by JSW, won the Bronze Medal for India in the Rio Olympics 2016 JSW Sports Excellence program athletes won 12 Medals in Commonwealth Games in 2014 JSW Sports Excellence program athletes won 8 Medals in Asian Games in South Korea

(<http://www.jsw.in/foundation/>, 2018)

CONCLUSION

Above data highlights that JSW Steel Foundation is doing different CSR

activities for Refining Living Conditions, Encouraging Social Development, Elimination of Social Inequalities, Tackling Environmental Issues, Conserving National Heritage, Encouraging Sports etc. Data Analysis shows that it is spending more than what is prescribed for CSR spending in more than 1000 Villages of 9 Indian states. This will certainly influence the problems that India faces.

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