

Sustainable Development Initiatives under Corporate Social Responsibility: A Study on Steel Authority of India Limited (SAIL)

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Abstract

Corporate social responsibility (CSR) is now seen as an integral part of corporate strategy. The main purpose of the study is to analyze the corporate social responsibility (CSR) activities carried out by Indian public sector Maharatna Company (SAIL) and to study the Sustainable Development and Corporate Social Responsibility policies and programmes of SAIL. The study is based on the secondary sources. It involved secondary data; use of content analysis technique on a case based approach to assess the Sustainable development initiatives undertaken by SAIL. The secondary data taken from the annual reports and company website. The analyzed data reveals that though the Indian public sector Maharatna Company (SAIL) is making efforts in the CSR areas but still there is a requirement of more emphasis on CSR. In India, the concept of CSR is governed by clause 135 of the Companies Act, 2013 encourages companies to spend at least 2% of their average net profit in the previous three years on CSR activities. CSR is viewed as vital tool for improving their competitive edge over their opponents.

Keywords: *Corporate Social Responsibility (CSR), Sustainable Development (SD), Maharatna*

Introduction

The key challenge for companies today is that best practice management systems for applying CSR are not readily available, and there are no internationally recognized CSR standards against which a company can benchmark its efforts in this regard. That said, there are resources that have been developed by various organizations and associations and that discuss, analyze and offer guidance on various aspects of CSR. CSR has been defined by the World Business Council for Sustainable Development as “the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large” (WBCSD,2000). Similarly, Gray, Owen and Maunders (1987: 4) state that “social responsibilities are the responsibilities for actions which do not have purely financial implications and which are demanded of an organization under some (implicit or explicit) identifiable contract”. For an individual company, this means the integration of social (including human rights), environmental and economic concerns into that company’s values and culture. These values are then incorporated into the way in which the company goes about its business and are reflected in that company’s policies and strategies, decision-making, and operations.

SAIL’s concern for People also reflects the company’s commitment towards society at large, which it endeavours to fulfil through wide-ranging and diversified initiatives and activities under Corporate Social Responsibility (CSR). For SAIL, CSR has been an integral part of its operations ever since the establishment of its production units in remote locations of the country since the early 1950s.

The Concept of Corporate Social Responsibility (CSR)

CSR is a container concept which encompasses many different ecological, social and economic issues. In recent times, the issue of corporate social responsibility (CSR) has been given a lot of attention by both business and various stakeholders. The concept of CSR originated in the 1950’s in the USA. At that time US had lots of social problems like poverty, unemployment and pollution. Howard Bowen in 1953 argued that since social institutions shaped economic outcomes it was to be expected that business firms as an economic outcome of societal interests should consider the social impact of business activity. According to Bowen, “CSR refers to the obligations of businessmen to

pursue those policies to make those decisions or to follow those lines of relations which are desirable in terms of the objectives and values of our society.” CSR implies some sort of commitment, through corporate policies and action. This operational view of CSR is reflected in a firm’s social performance, which can be assessed by how a firm manages its societal relationships, its social impact and the outcomes of its CSR policies and actions (Wood, 1991). An ideal CSR has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well as socio-economic status (Bajpai, 2001).

CSR emerged in the developed countries, in the 1960s. At that time the prime area of concern was human rights and equal employment opportunities (Gray et al., 1987). Rising public concern, then, on social justice issues such as discriminatory hiring practices, caused a paradigm shift in societal perceptions of the role of businesses. Milton Friedman’s (1962,1970) thesis that the social responsibility of businesses is confined to maximizing profits for shareholders or that “the business of business is business” was rebuked and challenged. Instead, the public demanded that businesses be responsible corporate citizens to a wider group of constituents, encompassing shareholders, employees, consumers and the general public. In the 1980s and 1990s, due to rising concern over the adverse impacts of business operations on the natural environment, environmental issues became the core issues of concern in CSR. In response to these societal pressures, businesses in the developed countries began to embrace CSR even Companies are expected to become socially committed even in areas not directly related to their business or the efficient supply of goods (Matten and Crane, 2005; Porter and Kramer, 2006; Scherer and Palazzo, 2007; Sethi, 1995). . Many large corporations went a step further by implementing various CSR programs/initiatives at the company level. CSR is not a difficult concept and can be explained as(ICSI 2006):

- Corporate – means organised business;
- Social – means everything dealing with people, the society at large;
- Responsibility – means accountability between the two.

From the above, CSR could be defined as the process of business operations carried out while ensuring compliance with legal requirements, as also linked to ethical values, to an extent. ‘CSR means open and transparent business practices that are based on ethical values and respect for employees, communities and the environment. It is designed to deliver sustainable value to the society at large as well as to the shareholders (ICSI 2006)’.

Objectives of the study

The study is intended to achieve the following objectives:

- To study the principles and activities of SAIL under corporate social responsibility (CSR) , Sustainable Development(SD) and corporate Environmental Policy.
- The present paper aims at focusing on the practices of Corporate Social Responsibility for sustainable socio-environmental development in Steel Authority of India Limited (SAIL).

Methodology

The study is based on the secondary data collected from the company website, annual sustainability reports, etc of SAIL.

Limitations of the study

The main limitation of this paper is that this study has only focused on secondary, information collected from websites whereas no primary data were collected directly from the beneficiaries of Corporate Social Responsibility.

A Brief Profile of SAIL

Steel Authority of India Limited (SAIL), a Government of India undertaking is one of the leading steel producers in the country. During 2012-13, with a production of 13.417 million tonnes of crude steel its share stood at 17.1% of domestic crude steel production. Globally, it was ranked 18 in terms of crude steel production in 2012 by World Steel Association stand 8 most efficient steel company by the World Steel Dynamics in their latest ranking of top steel producers of the world. With a turnover of INR 493.5 billion (US \$ 8.37 billion), the company is among the top five profit earning corporates of the country. SAIL, headquartered at New Delhi, is also among the seven Maharatnas of the country's Central Public Sector Enterprises (CPSE).

Table 1: Plants/Units, Locations

S.NO	Plants/Units	Location
i.	Bhilai Steel Plant	Bhilai, Chattisgarh
ii.	Durgapur Steel Plant	Durgapur, West Bengal
iii.	Rourkela Steel Plant	Rourkela, Orissa
iv.	Bokaro Steel Plant	Bokaro, Jharkhand
v.	IISCO Steel Plant	Burnpur, West Bengal
vi.	Alloy Steels Plant	Durgapur, West Bengal
vii.	Salem Steel Plant Salem	Tamil Nadu
viii.	Visveswaraya Iron & Steel Plant	Bhadravati, Karnataka
ix.	Maharashtra Electros melt Ltd.	Chandrapur, Maharashtra

Corporate Social Responsibility (CSR) Policy of SAIL

As per the provisions of section 135(3)(a) of the companies act 2013 and section(6) of the companies csr rules 2014 approved by BoD in its 410th meeting held on 23/09/2014

Table 2

S.NO	Activities
i.	Eradicating hunger, poverty, malnutrition, Promoting preventive health care, Sanitation and making available safe drinking water.
ii.	Promotion of education including special education and employment enhancing vocation skills especially among children, women, elderly and differently abled and livelihood enhancement.
iii.	Promoting gender equality and empowering women, setting up homes and hostel for women and orphans, setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backwards group.
iv.	Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of Soil, Air and Water
v.	Protection of national heritage, art and culture including restoration of building and sites of historical importance and works of art, setting up public libraries, promotion and development of traditional arts and handicrafts.
vi.	Measures for the benefit of armed forces veterans, war widows and their dependants
vii.	Training to promote rural sports, nationally recognised sports, Paralympics sports and Olympic sports
viii.	Contribution to the Prime Ministers National relief Fund or any other fund set up by the central government for socio-economic development and relief and welfare of the Scheduled castes and Scheduled tribes, other backward classes, minorities and women.
ix.	Contribution or funds provided to technology incubators located within academic institutions

	which are approved by the central government
x.	Rural development projects

Sustainable Development policy of SAIL: Encompassing Environmental, Societal and Economic aspect related to its business activities:

Table 3

S.NO	Guiding Principles
i.	Affirm its commitment to contributing towards a clean and Sustainable environment and continually enhancing its environment related performance as an integral part of its business philosophy and values.
ii.	Strive to its business values in an ethical and transparent manner to demonstrate its commitment to Sustainable Development and to meets the interest of its stakeholders.
iii.	Create a positive footprint within the society and to make a meaningful difference in the lives of the people by continually aligning its initiatives to the goals to Sustainable Development
iv.	Regularly interact with the stakeholders to access and achieve sustainability goals associated with its business activities through constructive dialogue.
v.	Maintain commitment to business and people for quality health and safety in every aspect.

Corporate Environmental Policy: SAIL reaffirms its commitment to contributing towards a clean and sustainable environment and continually enhancing its environmental performance as an integral part of its business philosophy and values. Towards this commitment, SAIL shall

Table 4

S.NO	Guiding Principles
i.	Integrate sound environmental management practices in all activities.
ii.	Conduct operations in an environmentally responsible manner to comply with applicable legal and other requirements related to its environmental aspects and strive to go beyond.
iii.	Progressively adopt cleaner and energy efficient technologies.
iv.	Minimize waste generation and promote recovery, recycle and reuse
v.	Increase greenery in and around our plants and mines.
vi.	Strive for continual improvement in environmental performance by setting challenging targets, measuring progress, taking corrective action and communicating environmental information to all concerned.
vii.	Enhance environmental awareness amongst employees working for and on behalf of us and the general populace around plants and mines.
viii.	Encourage our business associates to adopt similar approach for environmental protection

CSR Budget allocation and utilization: Details of funds allocated and utilized for CSR by SAIL are

Table 5

Year	PAT	Funds Allocated	Funds Utilized	% Funds Utilized
2009-10	6754	80.00	78.79	98.48
2010-11	4905	94.00	68.95	73.35
2011-12	3543	64.00	61.25	95.70
2012-13	2170	42.00	32.72	77.90
2013-14	2616	40	-	-

(Adopted from Pradeep,N.K and Mohan.P.R. www.iosrjournals.org)

If we go through the **Corporate Social Responsibility (CSR) Policy(Table2)** ,the **Sustainable development policy(Table3)** ,**Corporate Environmental Policy(Table4)** and PAT in **Table5** of SAIL the Maharatna a public sector enterprise of Government of India then we conclude that the company is committed towards the nation by contributing in the economic development through its profits. It is also committed towards the people and planet through its social and environmental initiatives.

It is evident from **(Table5)** that the quantum of funds allocated had declined from Rs.80 crores to Rs.40 crores over a period of five years. The magnitude of utilization of funds had ranged between Rs. 78.79 crores in 2009-10 and Rs. 32.72 crores in 2012-13. It may be observed that most of the funds allocated were utilized as can be seen from the percentage of utilization barring the years 2010-11 and 2012-13.

Initiatives undertaken by SAIL for Social development:

- ✚ **Education** : Education is an integral part of human development and accepting the constitutional right of every Indian to education, SAIL has been contributing to increasing the literacy rates in the areas of its operations. SAIL's efforts have been aligned along the National Education Policy 1986 that targets meeting gaps in public provisioning for literacy improvement, particularly in the educationally backward states. SAIL has employed the following strategies:
 - ✓ SAIL communities are offered quality education in at subsidized fees, which could be upto 50% lower as compared to the fees structure of other private institutions operating in the same area.
 - ✓ Primary education in Hindi and vernacular medium schools is provided gratis in several SAIL schools since inception and survival rate in these schools is 90%.
 - ✓ Since the plants and mines have been established in greenfield and remote areas, education to children belonging to SC/ST communities and economically weaker sections has been made free, system of Special scholarships based on merit is also adopted for providing assistance to undergraduate SC/ST engineering students.
 - ✓ Children from nearly extinct Birhor Tribe of Jharkhand have been adopted by Bokaro Steel Plant.
 - ✓ SAIL is running more than 130 schools within 1-2 km of the target population in the steel townships and imparting education to more than 73,000 children.
 - ✓ SAIL has achieved a Girl: Boy ratio of 1:1 for all levels of education.
 - ✓ Special Schools exclusively for poor, underprivileged children from below poverty line (BPL) families. These schools, which cater to over 1400 children, are providing the following free of cost: – Education – Mid day meals – Uniform including shoes – Text books – Stationary items – School bag & water bottles etc.
 - ✓ Provision of basic infrastructure including schools with airy classrooms, drinking water and sanitation facilities, electricity, well-developed playgrounds, computers, etc.

- ✓ In keeping with global trends, Information Technology (IT) based education is also imparted at several schools. As a result, the students are computer-literate and can easily adapt to IT based higher learning as well as have access to IT jobs.
- ✚ **Health & Medical Care** : Access to health is a precondition for societal prosperity. The benefits of access to health may outweigh the costs for two reasons: first, survival and improved health has an intrinsic positive value, and second, health improves the productive national capacity by realizing a human and national potential that otherwise would be wasted through sickness or death. Realising this early on since it was located in backward areas, SAIL took upon itself the arduous yet essential task such as :
 - ✓ Establishing 61 primary health centers, 8 reproductive and child health centers, 18 hospitals and 6 super specialty hospitals. These have resulted in access to improved health infrastructure for over 26.7 million people for ailments from common cold to measles, diabetes, reproductive and child health care, open heart surgery, neuro-surgery, kidney transplantation, etc.
 - ✓ SAIL has been an active participant in the National RCH programme across all since 1995.
 - ✓ SAIL is also participating in other National Health Programmes like National Tuberculosis Program, anti-Malaria, Anti Leprosy Program etc. Various welfare activities under as part of Reproductive and Child Health Care (RCH) are-tubectomy, vasectomy, deliveries and immunization.
 - ✓ Health camps have been organised at hospitals of all plant/units like Tuberculosis Camp, Anti Leprosy Camp etc. To combat the threat of Tuberculosis and Leprosy, DOTS (Directly Observed Treatment) therapy and Anti Leprosy MDT has been made available free of cost at all Primary Health Centres etc.
 - ✓ Ten (10) Mobile Medicare Units were provided in each of the years 2007-08 and 2008-09 to different organisations such as Bharat Sewa Foundation, Helpage India, Jharkhand Govt., Global Cancer Concern India, etc.
 - ✓ Project Bal Jyoti :In order to treat child blindness, juvenile cataract, squint etc., project Bal Jyoti has been launched in May' 08 at Hathikala block, district Sundargarh, Orissa by RSP. Preliminary check up camps are held and then after final testing, children are recommended eye surgery which is performed at Ispat General Hospital (IGM), Rourkela.
 - ✓ Family Planning: 1. Birth Control: family welfare measures like distribution of condoms, oral contraceptive pills and insertion of intrauterine devices. The focus was on permanent sterilization both for the female / male population of the community.
 - ✓ SAIL has actively contributed to the achieving the MDG goal of reducing infant mortality. SAIL has been an active collaborator with the GoI for increasing the coverage of Universal Immunisation Program for BCG, polio, measles, and other vaccines,. Under this scheme, vaccines provided by the Central Govt. are administered by SAIL's doctors at all plant locations.
- ✚ **Access to Improved Water Sources:** It is well known that millions of Indians suffer from water-borne diseases such as choleric fever, amoebiasis, hepatitis, etc. due to absence of access to safe drinking water sources. Recognising the importance of availability of safe drinking water and the high morbidity rates in its absence, SAIL plants have been progressively providing access to improved water sources to people residing in its peripheral areas. Each plant within a radius of 20 Km of its township has ensured access and availability to improved water supply through construction of 4714 types of water sources including borewells with handpumps, overhead tanks, ponds, taps, tube wells as well as by laying down pipelines. These water sources, within a distance of 1-2 Km of target households, provide a minimum of 20 litres of water per capita per day. Project 'Jaladhara' was taken up to provide drinking water under the Corporate Social Responsibility initiatives of CMO in tribal villages of Dummaguda and Sarada of Bonguda in Visakhapatnam district. Conservation of traditional structures to improved water through construction of various water sources, it has also endeavoured to conserve and reconstruct traditional structures such as ghats.

- ✚ **Road Connectivity:** Transport, upward social mobility and integration are linked in many ways. A good road connectivity of habitations, particularly of rural areas, is often the primary means of supplementing the public effort directed at providing basic health and educational services, as well as infrastructural support for production, trade and commerce at the local village level. In many cases, particularly in sparsely populated areas and towns with large hinterland, good road connectivity may altogether obviate the need for public provisioning of some of these services in each and every village and, at the same time; help forge durable economic linkages of such habitations with rest of the economy. Road connectivity is, therefore, a useful indicator of 'inclusionary' aspect of development process and, perhaps, reaches of the market as well. It is particularly relevant in the Indian context where road transport alleviates poverty. SAIL's contribution in providing access to roads for its rural communities should be viewed in the context of its areas of operations.
- ✚ **Engendering Development :** To faster progress of society, Mahila Samaj was formed in 1957 in Bhilai when the industrial complex was just coming up. Since then this revolutionary institution, which started with just 50 members on August 4, 1957, has inspired other SAIL plants to develop their Mahila Committees as well. These include Deepika Mahila Samiti at RSP, Ispat Mahila Samaj at VISL, Mahila Karmodyoga Cooperative Industrial Society at DSP, Bokaro Mahila Samiti at BSL and Bolani, Hilltop & Kiriburu-Meghahatuburu Mahila Samitis. These Mahila Committees, at each of the plants, **have become** the pioneer of community welfare and has been given the status of an ancillary industry by Sail. Tailoring Scheme for Rural Women: a pilot scheme aimed at developing the skills of the underprivileged rural women in garment making so as to enable them to take up employment with garment companies and generate revenue by undertaking tailoring work in their homes.
- ✚ **Ancillary Development :** SAIL has been developing ancillary industries from as early as 1978. SAIL started ancillarisation with 31 units on record. On an average the company has been adding 45 units annually thus creating employment for nearly 800 people each year. To promote ancillary industries SAIL has been supporting these industries by providing land, supply of potable water and other infrastructure facilities, consultation for developing the industry, publication of printed matter to inform the entrepreneurs of SAIL's requirements, special exhibitions of parts and drawings to get the exact specifications and ideas, exemption from paying EMD, security deposit etc. SAIL also provides handling equipment to these industries on hire basis, testing facilities providing available raw materials for manufacture, etc. In recognition of its promotion of ancillarisation and actively developing industries in the Chattisgarh region, the Government of Madhya Pradesh had conferred the prestigious 'Sahayak Udyag Mitra' award on Bhilai Steel Plant in 1997. Bhilai was the first organization to be honoured with the award.
- ✚ **Sports, Culture & Heritage :** SAIL is not only helping the nation meet its infrastructure requirements, but also lending a helping hand in preserving the country's culture & heritage.
- ✚ SAIL for development of sports, focuses on:

 - ✓ Spotting young talent with the idea of 'catching 'em young', and imparting training to them to raise them to national and international standards.
 - ✓ Developing a few selected disciplines for better attention and results.
 - ✓ Formation of academies in selected sports disciplines.
 - ✓ Promoting promising talents by awarding scholarships.
 - ✓ Preserving Local Talent : SAIL has established several residential Sports Academies like: Football Academy at Bokaro, Hockey Academy at Rourkela, Athletics Academy for Boys at Bhilai, Athletics Academy for Girls at Durgapur, Archery Academy at Kiriburu, Football Academy at Burnpur. It provides learning opportunity and a platform to the local talents, also ensures that the tribal cadets receive education by scheduling the evenings for studies. Who otherwise have scanty opportunity to hone their skills?
- ✚ SAIL has been active, including establishment of huge gardens and zoos, direct and indirect assistance in establishing centres for the arts, public libraries, organising regular cultural

festivals with focus on promoting tribal folk and traditional art forms, and preserving heritage structures. Lokostavs organised in villages near Bhilai each year become the stepping stone for the talented artistes who are invited to participate in the Lok Kala Mahotsav. Gramin Lok Kala Mahotsav were organised at various locaitons during the year by BSP's Community Development Department to encourage the growth and development of the participating artistes from the village and to hone their talents. SAIL also has supported maintenance of monuments in Delhi's Lodhi Gardens, and Vedvyas, Saraswati kund in Rourkela to preserve the cultural heritage of India.

- ✚ **Model Steel Villages :** Realising the socio-economic disparities in rural and urban India, the concept of SAIL Model Villages was mooted. SAIL has taken up the challenge of comprehensive development of 79 villages, with more than 1 lakh population, across India currently spanning eight states as Model Steel Villages (MSVs). These states are Bihar, Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, Orissa, Tamil Nadu and West Bengal. The development has been planned in phased manner spanning three years. The canvas of development work undertaken in these villages includes promotion & sustenance of:

- ✓ Medical and health services
- ✓ Education n Roads and Connectivity
- ✓ Sanitation n Sports facilities
- ✓ Community Centres
- ✓ Livelihood promotion
- ✓ Self Help Groups

- ✚ **Assistance During Natural Calamities:** SAIL have always come forward to help and provide relief to the people affected by natural calamities such as floods, cyclone, earthquakes etc. SAIL employees have given support in every possible form such as financial, relief materials, medical supplies, construction of houses & schools etc.

✚ **Sustainable Social Performance Highlights 2012-13**

- ✓ LTIFR and LDR reduced by 36% and 58% respectively during the last three years (2010-2012)
- ✓ More than 21 lakhs people benefitted from the health services provided by SAIL during the year
- ✓ Students under BPL category provided education through 7 nos. Kalyan Vidyalaya (special schools) at 5 integrated steel plants
- ✓ Mid-day meals provided to over 22,000 students in different schools of Bhilai every day through Akshya Patra Foundation
- ✓ 18.76 million INR generated from orders obtained by women engaged in Mahila Samaj

Initiatives undertaken by SAIL for Environmental Management:

- ✚ **Air Emission Management:** The Company is progressively introducing state- of-the-art technologies for air emission management. Over 500 numbers of air pollution equipment are installed in the steel plants to keep the pollution load and ambient air quality within permissible limits.

- ✚ **Water Conservation:** Various measures like increased recycling, installation of recirculation systems, maximizing reuse of treated water, up-gradation of water systems and control of leakages have resulted in making SAIL steel plants more 3 3water efficient. The Specific Water Consumption decreased from 4.06 m /tcs to 3.73 m /tcs over the last three years, a reduction of 8.1%Initiatives taken during the year to reduce fresh water consumption include:

- ✓ The recycling of effluent from 30 MLD sewage recycling plant started from May 2012 at BSP.
- ✓ Water Foot Print studies at BSP.
- ✓ Plugging of leakages of various pipelines at RSP.

- ✓ Action initiated for installation of Rain Water Harvesting System
- ✓ SAIL plants have planned and initiated various water conservation activities with an ultimate objective to achieve Zero Water Discharge. During the period 2012-13, out of approximately 213 million cubic meters of industrial make-up water withdrawn, approximately 58 % was recycled back to the process.
- ✚ **Solid Waste Management:** The Company has effectively adopted waste minimisation strategies, including conservation at source, recovery and recycling. Solid waste utilisation has increased from 84% in 2010-11 to 91.4 % in 2012-13. SAIL plants produced 13.42 MT of crude steel during 2012–13, generating 5.42 MT of BF slag and 1.42 MT of BOF slag. Utilisations of most of these wastes are being made through internal recycling and selling to outside agencies.
- ✚ **Hazardous Waste Management :** Hazardous Waste Management at SAIL is being followed as per guidelines of Central Pollution Control Board. Hazardous waste generated in plants are recycled; sold to authorised agencies; disposed of in Secured Land Fills; or sent for disposal to State Pollution Control Board authorised Common Hazardous Waste Storage Treatment & Disposal Facility, depending on the type of waste generated. No Hazardous wastes were shipped internationally. Wherever road transportation is employed, particularly for movement to railheads, the use of covered vehicles used to reduces dust pollution.
- ✚ **Initiatives for Preservation of Global Environment:** SAIL considers clean environment practice a must for its every industrial activity. The major initiatives taken towards environment management and pollution control during 2012-13 are portrayed below: Green Belt Development: Extensive afforestation programme has been followed in all plants and mines of SAIL in the past; this has been continued in the current year with plantation of more than 2.36 lakhs saplings in and around SAIL plants and mines. Since the initiation of such programmes, a total of more than 181 lakhs saplings have been planted.
- ✚ **Phasing out of Ozone Depleting Substances:** Carbon Tetra Chloride (CTC) is an Ozone Depleting Substance (ODS) with an Ozone Depleting Potential of 1.1 CTC. It has been traditionally used in steel plants for cleaning electrical machines, oxygen storage tanks, circuit breakers and electrical installations. It has a highly destructive impact on the ozone layer. In order to address the problem of ozone layer depletion, SAIL has ceased using CTC in its production activities now. It is hoped that phasing out of CTC by SAIL will contribute towards preservation of the global environment through removal of ozone depleting substances.
- ✚ **Clean Development Mechanism:** SAIL has taken the initiative of tapping the Carbon benefits available under the Clean Development Mechanism of the Kyoto Protocol agreement on Climate Change. SAIL has launched an ambitious CDM Programme. 71 potential projects have been identified for availing carbon credits.
- ✚ **Bio-fuel Plantations:** Jatropha seed oil is also emerging as a strong bio-fuel option in the country. Jatropha seeds contain more than 40% oil and their yields are considered to be more than 10 times that of corn. Jatropha plants require minimal care and can be used to cover marginal lands. Bhilai Steel Plant has been successful in raising fifty thousand trees of Jatropha.
- ✚ **Implementation of Environment Management System (EMS) linked to ISO 14001** -The systems have helped bring synergy among departments, raise environment awareness levels and highlight areas requiring attention and correction. Some benefits which can be quantified include: Conservation of resources such as fossil fuels, water, electrical energy, lubricants etc., Reduction of noise, dust and heat exposures through intensified usage of PPEs. , Control

of stack emissions and fugitive dust emissions, improved waste segregation and disposal practice.

Some Initiatives other than the above mentioned undertaken by SAIL to protect the environment :

- ✚ **Amla Plantation at BSP.**
- ✚ **Environmental awareness programmes.**
- ✚ **Aushadi Vatika at Dalli Rajhara Mines.**
- ✚ **Damayanthi Bird Sanctuary at Salem Steel Plant:**
- ✚ **Vermiculture at DSP & RSP.**

✚ **Sustainable Environment Performance Highlights 2012-13**

- ✓ Particulate matter emission brought down to 0.88 kg/tcs from 1.01 kg/tcs in 2011-12
- ✓ Specific Effluent Discharge reduced to 2.22 m /tfs from 2.26 m /tfs in the previous year
- ✓ Specific Water Consumption reduced to 3.73 m /tcs from 3.86 m /tcs in 2011-12
- ✓ Carbon Dioxide intensity brought down to 2.75 T/tcs from 2.81 T/tcs over the past year
- ✓ Total Solid Waste Utilisation enhanced to 91% from 86% (2011-12)

✚ **Awards** SAIL's efforts as a responsible corporate citizen in Nation building have been recognized by various organizations in the form of awards and accolades.

- ✓ SAIL has bagged the SKOCH Financial Inclusion Award for 2012 and 2013 for its corporate social responsibility initiatives.
- ✓ SAIL has won the PSE Excellence Award 2013 for Corporate Social Responsibility & Sustainability in Maharatna and Navratna Categories. The PSE Excellence Awards have been instituted by the Department of Public Enterprises, Government of India and Indian Chamber of Commerce.
- ✓ SAIL received the award as an appreciation for initiative towards medical and health services of Bhilai Steel Plant and community development initiative of Bokaro Steel Plant (BSP).
- ✓ SAIL has bagged the award for second year in a row. India Shining Star CSR Award- 2010 by Wockhardt Foundation in the Iron & Steel category,
- ✓ SCOPE Meritorious Award for Corporate Social Responsibility & Responsiveness for the year 2008-09,

Conclusion:

Sustainable development and competitiveness are the two major challenges and milestones of our present and future. To achieve the sustainable growth "it is necessary to have an economic growth to promote social progress and respect the environment, social policy to stimulate the economy and environmental policy to be effective and economical". Production and consumption are well understood in the heart of sustainable development. Many environmental and health problems are linked to production. Moreover, if key resources are exhausted before approachable to find substitutes, appear serious threats to economic development. SAIL is committed to contributing towards a clean and sustainable environment and continually enhancing its environmental performance as an integral part of its business philosophy and values under the banner of "Corporate Environmental Policy" and is also committed to continuously promote sustainable development, encompassing environmental, societal and economic aspects related to its business activities under "Sustainable Development Policy". In addition to these, the company is committed to continuously improving its social responsibilities, environment and economic practices to make a positive impact on the society and to this effect; "Corporate Social Responsibility Policy" has been formulated and approved by the BoD in its 410th meeting held on 23/09/2014 . This responsible attitude is manifested as an engine for sustainable development. It is clear that corporate social responsibility of SAIL is perceived as the micro-economic dimension of the macroeconomic concept of sustainable development. In another interpretation, the CSR of SAIL is seen as an integral part of sustainable development However It may be inferred From **Table 5** that the management of SAIL had not taken

adequate care and attention for utilizing the funds allocated for CSR during the years 2010-11 and 2012-13.

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