

Give Back to Society- A Perspective of Corporate Social Responsibility in Sustaining Life at Bilt Kamalapuram, Warangal

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Abstract:

The act of running a successful business itself is a social contribution, organizations operations in various countries providing job, adding value generating tax! What could be more socially responsible than this? This paper focuses on as how BILT Kamalapuram Sustained it's socially responsibility in the way of life in order to give back to society.

Introduction:

Corporate Social Responsibility has made rapid strides in recent times and has now been well taken by the corporate sector. Many companies have successfully integrated CSR into their business strategy in India and abroad. With a focused strategy on corporate social responsibility, there can be tremendous impact on the triple bottom line which translates into an enduring and stable business. The top management continually driving the corporate social responsibility strategies, with a systemic approach to tackle social and other developmental issues, however, to integrate sustainability into the business thinking is a key challenge. An attempt has been made in this paper to corporate members to encompass the issue of sustainability into their gamut of CSR activities, in order to accomplish their business objectives successfully.

Corporate Social Responsibility has undergone great transformation in the last decade. There has been a paradigm shift in the way Organizations looked at CSR more as whole hearted responsibility rather than a mere publicity act. Businesses are being more conscious of their social, developmental and environmental areas and have begun contributing to the society & environment in which it operates. They have also realized the importance of steering their business agenda towards the developmental landscape of the country.

CSR is no longer merely a fashionable term but an essential component in delivering improved performance; it demands committed leaders to put CSR as an integral part of business. Hence, the policy makers need to further action, most notably strengthening the existing provisions so

that CSR becomes a boon for the industry and society. With increasing and widespread commitment of corporate resources to CSR, attention is now shifting to the strategic formulation, implementation, and measurement of the market returns to CSR initiatives. This emphasizes the need for better “Models for CSR Engagement” that captures and estimates clearly, the effects of a company's CSR actions on its stakeholders as well as the nations in which they are operating.

Literature Review

*The Economist (2009)*¹, in their survey on CSR found that only 4% of the respondents felt that CSR was waste of time.

*Carroll (2001)*², asserted that strategic CSR or strategic philanthropy is done to accomplish strategic business goals she further asserts that CSR is expected to grow in the years ahead. Socially responsible behavior involves sacrifices.

*CSR Europe (2003)*³, viewed CSR as a powerful way of making sustainable competitive profit and achieving lasting value for the shareholder as well as for the stakeholders. CSR and the reporting thereof is a win-win opportunity, not just for companies and for financial investors but for society at large.

*Zaddek et al(1997)*⁴, consider CSR main drivers as values, strategy and public pressure.

*Lantos (2001)*⁵, argued that true CSR can only be carried out if a company also profits its „good work“.

*Shrivastava and Venkatewarlu (2000)*⁶, opined that CSR is a culture specific, “the issue is only prioritization“.

*White (2002)*⁷, asserted that there is a need to assess the uptake of CSR practices and aggregate and disaggregate data from various sources.

*Carroll (2005)*⁸, viewed that leadership focuses on policies and practices in an integration perspective for the institution and its people.

*Michael Hopkins (1998)*⁹, asserted that CSR is concerned with treating the stakeholders of the firm ethically or in a social responsible manner. The aim of social responsibility is to create higher standards of living, while preserving the profitability of the corporation.

From the above Literature of Study the Following Objectives are Drawn:

1. To profile the purpose of initiating CSR in the organization
2. To study the various practices in the selected organization
3. To suggest measures to improve CSR initiatives in the organization,.

Sources of Data:

The author(s) collected the data from the research journals, organization reports, websites, CII reports, thus the source is purely secondary and is of theoretical in nature.

Limitations:

The organization is domicile of Andhra Pradesh, BILT kamalapuram only i.e and no primary data have been collected, The author(s) are limited to theoretical perspective only, because of the time constraint. BGPPL's(formerly BILT) Kamalapuram unit is situated in the Warangal district of Andhra Pradesh (A.P.) state. The plant is located at a distance of approximately 125 Kilometers from Warangal. It is the largest industrial unit in the entire district.

CSR in BILT:

BILT's corporate ethos has always extended beyond mere financial gains, and corporate social responsibility (CSR) is at the core of the Company's long term sustainable growth plan. Given the remote locations of its plants near forests, inclusive growth of the communities around its facilities has always been important to the Company. BILT's CSR journey has completed six years, during which period the Company, along with its partner NGOs, have been working for socio-economic development of neighboring communities. BILT has concentrated on creation of platforms like community based organizations such as Self Help Groups (SHG), Youth Groups (YGs), Village Development Committees (VDCs) so as to create community ownership of the CSR projects. This paper examines the role of corporate social responsibility and its impact on rural society and women empowerment at BGPPL's (formerly BILT) kamalapuram unit situated at Warangal District Andhra Pradesh (A.P). The plant is located at a distance of around 125 Kilometers from Warangal, the district headquarter. It is the only largest industrial unit in the entire district

BILT Corporate Social Responsibility Policy:

"While BILT is responsible to continuously enhance shareholders wealth, it is also committed to its other stakeholders to conduct its business in a responsible manner that creates a sustained positive impact on society".

For Bilt being a Socially Responsible Corporate means:

- Using environment friendly and safe processes in production. ·

Making sustained effort in preserving the environment.

- Promoting the well being and development of employees and their families through an inspiring corporate culture that engenders good values.

- Building active and long term partnerships with the communities in which we operate to significantly improve the condition of the most disadvantaged amongst them.

Observe good business practices with all our stakeholders like business partners, suppliers and contractors.

Understanding the Needs -

A detailed base line survey was conducted for all the Seventeen villages. The implementing partner NGOs conducted the base line survey to gauge people's developmental needs and aspirations. Though the overall literacy of the district stood at 58% (as per the 2001 Census), the status of literacy rate in our programme area was much lower than the district average. Female literacy was even lower and stood at 30%. Farmers in the area had taken up cultivation of cash crops like cotton and chilli. Returns from these crops in the recent past had not been rewarding and hence the economy of the farming community was experiencing a very difficult situation. In some of the extreme cases, few farmers even committed suicide as they were unable to get a fair price in the market for their produce.

In the light of the above, the community had started losing interest in the developmental interventions by any agencies. They never believed that the community development project of BGPPL would address their problems. However, periodic interactions with the community started yielding results and slowly there has been a change in their perception about the project.

Project at a glance

Particulars	Mar'11
Villages Covered	17
Number of SHG	65
Number of Village Development Committees	10
Total Savings	Rs. 37. 20 Lakhs
Loans Extended by Banks	Rs. 64 Lakhs
Children Covered through Community Education Centres & Libraries	3903
Youth Covered through Vocational Training	129
Plantation on Degraded Land with Marginal & Small Farmers	197 Acres

Activities -

Village Development Committees (VDCs) -

Village Development Committees (VDCs) have been formed in 10 of the 17 villages. The process is on for formation of VDCs in the remaining 7 villages. These VDCs are forums for village level planning and execution of the community development activities of the BGPPL-CSR project. These VDCs consist of community representatives, local panchayat members, representatives of local NGOs and also the company. They are responsible for selection of functionaries for the developmental interventions, selection of community members for micro enterprises and any other initiatives taken up by the BGPPL-CSR project at the community level. They are also the custodian of the money which gets generated at the village level as community contribution. This is kept as a corpus with the village for their future needs. BGPPL has given the VDC's some seed money which gets rotated amongst members for taking up sustainable micro enterprises like dairy, goatry, sewing etc.

Savings and Credit Activities -

Self Help Groups (SHGs), popularly known in Andhra Pradesh as Sanghams, are the backbone of our interventions at the community level. The foundation for empowerment in the Sanghams was laid through the formation of cohesive groups as instruments of collective action. The numbers of Sanghams over the years have increased to 215 groups with membership of over 3800 women belonging to 10 villages. However, we have not formed all the 215 groups directly, but have started working with the existing 150 groups formed by government departments and re-activated those groups that were dormant. Through the project, 65 new groups have been formed. The cumulative savings of these groups as on Mar'11 stood at Rs. 37.20 Lakhs. Banks have extended loans to the tune of Rs. 64 lakhs for starting income generating activities at the group and individual level. The women are engaged in dairy activity, preparation of traditional food items, papad & pickle making and retailing of ready-made garments.

Agriculture Intervention -

Agriculture intervention programmes have been conducted through training on best farming practices - promotion of organic manure (vermin composting) and Non Pest Management (NPM) in the field. Demonstration of vermin composting were conducted with 6 farmers as a pilot in 2005, which has scaled to 26 units as of this year. During the Kharif season of 2010, 5 demonstrations were also conducted with Non Pest Management with cotton cultivation. Usage of Neem oil and cow urine as pest control measures were tried out at the field level.

Comprehensive Livestock Development -

This activity has been initiated after considering the potential of the cattle population in the area vis a vis the average milk yield and the health of the animals. Through this activity, community based veterinary professionals provide door step animal health care to the community at a subsidised cost. The activity will be backed by backward & forward linkage activities such as fodder cultivation and marketing of milk. Topical PRA (Participatory Rural Appraisal) exercises have been conducted at the community level to map the situation. We are working in co-ordination with the government veterinary department for this project. Till date, a total of 738 cattle have been given artificial insemination and 138 successful deliveries have taken place.

This intervention will enable the cattle rearers to increase their incomes by up to 300 percent in the next five years.

Collaborative Health Care -

The health intervention is in collaboration with the government. BGPPL also sends a Mobile Van which is equipped with medicines and equipments to conduct basic tests at the village level itself. The mobile van covers 8 villages which are situated in the periphery of the unit. Through the collaborative health care, our community health workers (CHWs) and Traditional Birth Attendants (TBAs) have ensured pre and post natal care for the pregnant and lactating mothers in all 10 villages. Through their efforts the numbers of institutional deliveries have started increasing. During the last five years, 2100 ANC & PNC cases were handled by the CHWs. A total of 465 women were encouraged to go for institutional deliveries to the hospitals, which resulted in safe deliveries in the government hospitals.

Vocational Training for Unemployed Youth -

BGPPL being the only industry in the remote location of Warangal district, there are very few employment avenues that exist in the area. Hence, livelihood is a major concern. BILT dialogued with the youth regarding some vocational training and as per their interest and market feasibility, training on Motor Driving and Electrical repair were taken up. In the last five years, 56 youth were trained on Motor Driving and another 23 youth were trained on Electric Repair. Following the training, 48 out of the 56 youth were absorbed as drivers by private taxi operators. They are, now, able to earn an income between Rs. 2500 - Rs. 9000 per month. Similarly, 12 out of the 23 youth have been absorbed as skilled electricians by the electrical shops in the local area. Based on this success, there is now a greater demand from the youth to conduct similar training in the area. Accordingly, the second batch of driving training has just been initiated for another 25 youth.

In the year 2007-08 a nursing course was conducted for 18 girl students who had completed their 12th std. Following the training which was full time residential course, these girls are now employed by private hospitals. At the beginning of their career they were able to earn a monthly income of at least Rs. 1500. Over the last three years, they were able to make good progress in

their career and now their incomes have risen up to Rs. 4500 a month. Hence, the second batch of ANM training is being initiated.

Following the success of these courses, the community has realised the increased employment potential through training and now a large majority of people are showing their interest for taking up vocational courses.

Farm Forestry -

From the year 2006 & 2007, a new initiative has been started with the farmers who own degraded land that could be used for taking up pulpwood plantation thus creating availability of raw material in the vicinity for BGPPL. Through this model, the communities are linked to the BGPPL supply chain.

The project helps the farmers to federate themselves into Joint Liability Groups (JLGs) to take up pulpwood plantation in degraded uplands which otherwise were lying unutilized. Through the initiative, 206 acres of plantation activity has been taken up with 87 farmers who have been federated into 18 JLGs. During the gestation period farmers have taken up intercropping within the eucalyptus plantation fields. They are able to earn up to Rs. 1500 per year from intercropping alone.

Village Library & Information Centre -

With the new age information requirement, BGPPL along with the VDCs planned for setting up an information centre & a village library. In these centres, the communities get access to daily news papers, agriculture journals and booklets published by the government departments. This provides information on various government schemes to these people. People contribute a token amount for this purpose and avail these services thus ensuring sustainability of the intervention.

Primary Education -

Pratham Andhra Pradesh took up the education initiative following BGPPL's invitation to work in and around Kamalapuram unit. The program has been initiated in ten villages in Mangapeta Mandal, Warangal District.

A survey was done before initiating the project. The main objective of the survey was to identify the total number of children and their levels with respect to reading, A Total of 54 Centres have been started, in which 36 are classes and 18 are community based libraries. 20-25 numbers of children are enrolled in each class in the age group between 6-14 years. These children include children who have never attended schools or children who had dropped out of the school system. For the library classes, school going children are also covered. Each of the libraries have nearly 80 to 100 students.

Impact -

The community development programmes have had significant impacts on the lives of the community. The Self Help Group (SHG) members are able to supplement their family income by taking up various income generating activities. They are also able to access information on government schemes and interact with different government offices. Exposures through training and visits have contributed to changes at three levels: personal, family and community. Due to a range of training programmes, the women have been able to recognize the relationship between their poor living conditions, workload and ill health. The sangham women have expressed their appreciation about the responsiveness of the public health services due to the project.

Due to the interventions by Pratham and changes in delivery methods, the learning levels of the children have shown a marked increase. The strategy of direct delivery of education in rural areas has paid rich dividends in terms of bringing about a major increase in learning levels that can be observed through seeing the results of pre-test and post-test conducted during the beginning and end of the program.

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Table-1:

Project Name	Community Development Project - Kamlapuram	Area	Kamalapuram, Warangal District, State - Andhra Pradesh
Villages Covered	17	Partner NGO's	<ul style="list-style-type: none"> • Sarvodaya Youth Organisation (SYO), • Shakti Seva Society (SSS), • Pratham • BAIF, AP.
Target Population	30,500 (8750 Families)	Focus Areas	<ul style="list-style-type: none"> • Community Organisation • Livelihood Promotion • Comprehensive Livestock Development • Natural Resources Management • Collaborative Health Care • Women's Empowerment • Primary Education

Vocational Training for Youth at Kamalapuram



Filed based training on best agriculture practices in kamalapuram



Immunization in progress



Smokeless Chulas for better cooking environment



Promotional of Kitchen Garden to enhance nutritional status of rural families at Kamlapuram



Smokeless Chulas to ensure better cooking environment



Organic Mainure



Motor Driving Training for youths



Women showing their products made following the training on readymade garments



Immunization in progress



Kitchen Gardening



Surplus from Kitchen Gardening - Able to fetch some supplementary income for the family



Training on Gender Sensitization



Awards:

1. Bilt received the national level TERI award for CSR for the year 2003-04
2. Received the National Level Business for Social Responsibility (BSR) award for CSR for the year 2005-06
3. Received Business world FICCI- SEDF CSR award for the year 2005-06
4. Bilt has won the prestigious Golden Peacock Global Award for Corporate Social Responsibility in "Emerging Economies 2007".
5. TERI Award for Bilt

Bilt was conferred the prestigious TERI Corporate Award for Business Response to HIV/AIDS at a ceremony held in New Delhi on 5/31/2008.