Corporate Social Responsibility of Public Sector Undertakings: A Case of BHEL, Tiruchirappalli

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ABSTRACT
CSR become a vibrant and unavoidable segments in the present day corporate world. CSR means putting something back in to the society or giving back to the society. CSR is also termed as corporate responsibility, responsible business corporate citizen ship, and corporate social opportunity. There are a number of public sectors limited companies know the importance of CSR scheme in business. One such company which works along a predetermined CSR Scheme is BHEL Trichy. BHEL has contributed a lot towards CSR. In this paper, we tried to highlight the various initiatives taken up by BHEL towards CSR.

Key words: Corporate Social Responsibility, Public Sectors, CSR Activities in BHEL

INTRODUCTION
Corporate Social Responsibility (CSR) is a phenomenon that evolves from charity and stewardship principle reflects about business and society relationship over time. The concept of CSR entails unilaterally and voluntarily adoption of socio-environmental policies of good governance that accommodate socio-moral and ethical concerns. In India companies like TATA and Birla are practicing the Corporate Social Responsibility (CSR) for decades, long before CSR become a popular basis. In spite of having such good glorious examples; In India CSR is in a very much budding stage. A lack of understanding, inadequately trained personnel, coverage, policy etc. further adds to the reach and effectiveness of CSR programs. Large number of companies are undertaking these activities superficially and promoting or highlighting the activities in Media.

Tiruchirappalli is a major engineering equipment manufacturing hub in Tamil Nadu. The most important local industries are Bharat Heavy Electricals Limited, Southern Railway Workshop at Golden Rock, Cethar Vessels, Heavy Alloy Penetrating Plant and the Ordnance Factory (OFT), Cement Factories at Dalmiapuram. The district is renowned for fabrication industry, gem cutting, korai mat weaving and readymade garments. Apart from these a number of engineering industries and Trichy distilleries have also witnessed progress on the industrial front after independence. Among the various industries in Tiruchirappalli BHEL is the only industry which showed much interest towards CSR activities. So BHEL CSR activities have been highlighted in this paper. The major industries in Tiruchirappalli are as follows:
Table No. 1

<table>
<thead>
<tr>
<th>S. No</th>
<th>Industries</th>
<th>Major Activity</th>
<th>Ancillary Activity</th>
<th>No. of Units</th>
<th>%</th>
<th>Employment</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bharat Heavy Electricals Limited</td>
<td>Boilers &amp; Accessories</td>
<td>Fabrication, CNC Machining</td>
<td>350</td>
<td>83.33</td>
<td>18000</td>
<td>84.11</td>
</tr>
<tr>
<td>2</td>
<td>Heavy Alloy Penetrating Plant</td>
<td>Manufacturing Tanks &amp; Armored Vessels</td>
<td>Fabrication &amp; other machining work</td>
<td>10</td>
<td>2.38</td>
<td>500</td>
<td>2.34</td>
</tr>
<tr>
<td>3</td>
<td>Ordinance Factory:</td>
<td>Manufacturing Gun and Gun Parts</td>
<td>Pressed &amp; precision turned components</td>
<td>10</td>
<td>2.38</td>
<td>500</td>
<td>2.34</td>
</tr>
<tr>
<td>4</td>
<td>Railway Workshop</td>
<td>Repairing &amp; Servicing of Railway coaches</td>
<td>Reclamation of crank shaft, machining</td>
<td>5</td>
<td>1.19</td>
<td>200</td>
<td>0.935</td>
</tr>
<tr>
<td>5</td>
<td>Cethar Vessels</td>
<td>Special Structural Fabrication</td>
<td>Fabrication and Welding</td>
<td>30</td>
<td>7.143</td>
<td>1500</td>
<td>7.009</td>
</tr>
<tr>
<td>6</td>
<td>Harihar Alloys Castings (P) Ltd.</td>
<td>Manufacturing Alloy Castings</td>
<td>Fettling and Machining work</td>
<td>5</td>
<td>1.19</td>
<td>200</td>
<td>0.935</td>
</tr>
<tr>
<td>7</td>
<td>G.B. Engineering (P) Ltd.</td>
<td>Fabrication</td>
<td>Fabrication and Welding</td>
<td>10</td>
<td>2.381</td>
<td>500</td>
<td>2.336</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td>420</td>
<td>100</td>
<td>21400</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: MSME Brief Industrial Profile of Trichy

The above table is Medium & Large Scale Industries and Public Sector undertaking Industries in Tiruchirappalli District. The highest level of employment opportunity in Ancillary Industries Bharat Heavy Electricals Limited (84.112%), followed by Cethar Vessels (7.009%), Heavy Alloy Penetrating Plant (2.336%), Ordinance Factory (2.336%), G.B. Engineering (P) Ltd. (2.336%) and low level of ancillary limited in Railway Workshop and Harihar Alloys Castings (P) Ltd. (0.935%).

BHEL works along a predetermined CSR Scheme and its Mission Statement on CSR is "Be a Committed Corporate Citizen, alive towards its Corporate Social Responsibility". BHEL's contributions towards Corporate Social Responsibility till date include adoption of villages, free medical camps, charitable dispensaries, schools for the underprivileged and handicapped children, child labour, disaster or natural calamity aid, employment for the differently abled, widow resettlement, employment for ex serviceman, irrigation using treated sewage, pollution checking camps, plantation of millions of trees, energy saving and conservation of natural resources through environmental management. As part of social commitment, BHEL provides financial assistance to various NGOs/Trusts/Social Welfare Societies that are engaged in social welfare activities throughout the country.

Review of Literature

Amit Kumar Srivastava et al (2012) have suggested that today the business house realized that they would have to rise over and above the profitability and take care of all those associated with their survival in the society directly or indirectly. So they entitled the case study of the TATA group under
Mr. Ratan Tata who exemplified the sense of responsibility towards the upliftment of common masses and protection of the environment and development of the nation. Every business house owes some responsibility towards the society, nation and world in general which provide it with all human, material and natural resources.

Bidhu Kanti Das and P. K. Halder (20100) has recommended that business operate in an environment in which societal concerns have been given top priority. Apart from philanthropy public sector corporate houses are interested for social capacity building, through providing training and educational facilities to the weaker section of the society, developing entrepreneurial skill among the youth, and trying to make people self employed by providing facilities to the needy. In this way every business organization should come forward and undertake activities relating to the social development.

Gautam P. Kanani (2012) has recommended that the concept of corporate social responsibility would be ideal starting ground for the conceptual development of suitable corporate business practices for emerging markets. The lack of concern for the local community, the consumers and the environment by these corporations has created large scale public debate and action.

Kavitha Shanmugam (2013) has made an effort to research the status of corporate social responsibility activities relating to ‘environment’ in Indian manufacturing sector. She found that the emergence of environment corporate social responsibility as corporate focus also provided suggestions on enhancement of environment corporate social responsibility in the Indian manufacturing units. Companies can improve their environmental corporate social responsibility by increasing their tree plantation activities inside and outside their premises and also undertaking integrated watershed development.

Prasad S. Madan and M. A. Bansode (2013) have recommended that corporate social responsibility is about how companies manage the business processes to produce an overall positive impact on society. Corporate responsibility has emerged as a significant theme in the global business community and is gradually becoming a mainstream activity. The growing emphasis on corporate responsibility is affecting the relationship between companies and their various stakeholders, such as investors, customers, vendors, suppliers, employees, communities and governments.

Revathy. B (2012) has analyzed that one of human kind’s greatest challenges in this century is to ensure sustainable and balanced development. The needs of current and future generations cannot be met unless there is respect for natural systems and international standards protecting core social and environmental values and therefore entitled. She suggested the urge for corporate social responsibility, its potential benefits and also the recommendations to crystal gaze the future of corporate social responsibility in India.

Swapna. P (2011) has attempted the aspects of social responsibility of the business in light of labor welfare with special reference to Singareni Collieries Company limited. The linkages and the ethical considerations involved in employee welfare have been addressed with implications for labor welfare. The concept of social responsibility in its narrow contours has been equated with economic welfare.

**OBJECTIVE**

The primary objective is to study the Corporate Social responsibility programmes implemented by public sector limited (BHEL), Trichy.

**METHODOLOGY**

This study is explorative in nature and based on the secondary data. Sources of secondary data were collected from reports, records, journals, magazines, websites and official documents of public sector limited (BHEL) Trichy.
CSR ACTIVITIES OF BHEL

<table>
<thead>
<tr>
<th>S.No</th>
<th>CSR Activities</th>
<th>Amount (in Lakhs)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Education</td>
<td>2,46,66,000</td>
<td>49.63</td>
</tr>
<tr>
<td>2</td>
<td>Village Adoption</td>
<td>49,25,000</td>
<td>9.91</td>
</tr>
<tr>
<td>3</td>
<td>Medical Care</td>
<td>27,50,000</td>
<td>5.53</td>
</tr>
<tr>
<td>4</td>
<td>Employability</td>
<td>46,30,000</td>
<td>9.31</td>
</tr>
<tr>
<td>5</td>
<td>Village Development</td>
<td>5,50,000</td>
<td>1.11</td>
</tr>
<tr>
<td>6</td>
<td>Infrastructure</td>
<td>1,16,80,000</td>
<td>23.50</td>
</tr>
<tr>
<td>7</td>
<td>Animal Care</td>
<td>5,00,000</td>
<td>1.01</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>4,97,01,000</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: BHEL Trichy, Human Resource Department

The major sector which encourages CSR activities in BHEL is education which accounts for almost 50% (49.63%) of its total CSR activities. After education sector comes Infrastructure (23.50%) this is followed by other sectors. Village Development (1.11%) and Animal Care (1.01%) are the least contributors to CSR activities.

CSR PROJECTS UNDERTAKEN BY BHEL

The following are some of the areas focused as CSR projects by BHEL, Trichy for the year 2011-1014.

1. Medical Care
2. Infrastructure development
3. Education
4. Adoption of village
5. Employability
6. Village development
7. Animal Care

1. MEDICAL CARE

BHEL have contributed broadly by addressing issues like healthcare availability and accessibility, providing specialized treatments and medications. Their initiatives in partnership with specialized agencies have benefitted people from different backgrounds who previously had no access to healthcare or specialized treatments for their ailments. The following are some of the medical care projects under taken by BHEL.

- Health Camps
- Blood Donation Camps
- Ambulances
- Providing Safe Water
- Upgradation of Medical Equipment
- Construction of Hospitals

2. INFRASTRUCTURE DEVELOPMENT

BHEL worked hard to create infrastructure for schools and hospitals to build roads and boundary walls. These projects have been taken up on need basis or with a focus in identified backward districts. They have partnered with other CPSEs or Government or specialized agencies wherever the scope of any such project could be enhanced further through partnerships. The following are some of the infrastructure development projects under taken by BHEL.
Vocational Training Institutes and Centers
Hostel Construction for Backward Classes
Constructing bore wells and hand pumps
Construction of Toilets

3. EDUCATION
BHEL is schools near its manufacturing plants to deliver quality education to students of all strata of society workers. Various other initiatives like scholarships to deserving needy, computer education or equipment to identified schools, innovative teaching methods for Government schools, were supported by BHEL. In addition to this some other initiatives undertaken by BHEL in the area of education were given below.

- Scholarships to below poverty line pupils
- Scholarships to Disabled students
- Self Empowerment for girls
- Construction of Toilets and compounds
- Construction of Classrooms and Boundary Walls
- Separate schools for differently abled children

4. ADOPTION OF VILLAGE
BHEL has adopted two villages namely Devarayaneri and Pachamalai to promote education, and to improve the living conditions and hygiene in this through various projects life supporting socio economic and community development programmes both at Unit level and by specialized agencies. The following areas are some of the initiatives undertaken by BHEL in this field.

- Recycling of Farm Waste for organic manure
- Care & Support Services for elders
- Empowerment for Rural women
- Solar Lighting
- School building
- Construction of well
- Awareness programs on health and education
- Medical treatment services for workers

5. EMPLOYABILITY
BHEL have actively taken steps to develop the necessary skills for people from different areas to make them employable. They were given training and also donated the equipment for imparting skill sets of varied nature. This scheme helped the trained people to generate income to support their families. These initiatives are the joined efforts of BHEL with REC, Trichy. The other initiatives undertaken by BHEL in this area are given below.

- Vocational Training for Women
- Providing technical education in Rural Areas
- Environmental Awareness Programs
- Shorthand Training Centers
- Training on computers

6. VILLAGE DEVELOPMENT
BHEL used efficient technologies to protect the environment and conserving energy. They have actively planted trees, harvested rain water and undertaken many such initiatives in many villages its manufacturing plants and project sites. These initiatives were a regular practice even when CSR guidelines did not exist. They have also undertaken other initiatives which are given below.

- Solar Lighting
7. ANIMAL CARE

BHEL showed interest to care for animals. In this vicinity of this manufacturing plant, they have deer park to care for deer. In addition, they adopted some animals in arignar anna zoological park Chennai which showed their care for animals.

CONCLUSION

The present day corporate sectors are highly influenced by CSR activities not only to provide some things back to the society but also it brings reputation of the corporate sector must spend at least – 2% of their profit for CSR activities. In this mandatory requirement, companies we liberally spending money for social activates. BHEL is one of the public sectors undertaking which concentrates more on CSR activities through various activates. CSR activities of BHEL is effectively implemented in the beneficiaries villages and places.

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