Role of Fertilizer Industry in Promoting CSR

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ABSTRACT
India is primarily an agriculture-oriented country and its economy is highly based on agriculture. In olden days, the natural manure had been used by farmers to cultivate the crops. The growing populations, mass production, aim for higher profit makes the farmers to shift from natural manure to use of fertilizer in their farm lands. Thus the development of fertilizer companies starts. At present there are more than 100 listed and unlisted fertilizer companies in India. As like any other sector, this fertilizer companies are facing with the challenges of competition and higher levels of risk. There is an increasing competition from both public and private sector. India is one of the largest producers and consumers of fertilizers in the world. Though growth trajectory of this industry has camouflaged the impending challenges, it is extremely important for the industry to adopt a technologically advanced manufacturing process. Fertilizer industries are plays an important role in promoting Corporate Social Responsibility.

Key words: Corporate Social Responsibility, Promoting in CSR, Role of Fertilizer Industries, ZACL, RCF, GNFC, FFC, KAFCO, NFL and CFCL.

INTRODUCTION
India is one of the largest producers and consumers of fertilizers in the world. Though growth trajectory of this industry has camouflaged the impending challenges, it is extremely important for the industry to adopt a technologically advanced manufacturing process. The majority if India’s population lives in rural areas and the foremost occupation in the villages is agriculture. Developments pertaining to different industries are being made on a massive scale to change the country’s economy from an agrarian one to an industrial one. Thus it is very important for the fertilizer industry in the country that it adopts technologically advanced manufacturing process and innovative new-age products.

INDIAN FERTILIZER INDUSTRY AND CSR
Fertilizer is defined as any substance–organic or inorganic, natural or artificial—which supplies one or more of the chemical elements required the growth of plants. Carbon, Oxygen and Hydrogen are directly supplied by air and water and therefore not treated as nutrients by the fertilizer industry. One of the vital industries for the Indian economy is the Indian fertilizer industry as it manufactures the raw materials that are very critical for the agriculture sector, with which majority of Indian people are involved.

The concept of Corporate Social Responsibility can be explained quite simply; it is doing the right thing. Corporate Social Responsibility, or CSR for short, is about how your organization’s existence affects stakeholders beyond your own insular interests, recognizing the impact your operations have on the community at large. Adopting CSR considers how you can use this impact in a positive way, leading to sustainable growth and financial gains. Over the years, CSR has become more and more popular; back in 2007 more than 80% of the FTSE 100 index reported on Corporate Social Responsibility within their Annual Report. Therefore, fertilizer industry have a huge responsibility for promote CSR policy when compare to other industries.

CSR of Zuari Agro Chemicals Limited (ZACL)
We at Zuari are committed to the well-being of India's agricultural community. We are dedicated to the wellbeing of not only the individual farmer but his family and his community as well.
We undertake several corporate social responsibility activities that better the lives of the agricultural community holistically. This includes providing public utility services, sponsoring rural sports, undertaking watershed development and bore well recharge projects. We provide scholarships to farmers' children so that they may attain professional degrees in engineering and agriculture. We continue to strengthen our bonds with Indian farmers with initiatives such as Jai Kisaan Sangam - our Customer Relationship Program.

**CSR of Rashtriya Chemicals and Fertilizers Limited (RCF)**

- The Integrated Rural Development Programme - is implemented in various villages of the country. Overall development of these villages is the focal point. Some of the programmes carried out under Integrated Rural Development Programme (IRDP) are as under:
  - Meeting Basic Needs of Rural Community - The scheme covers providing essential amenities like drinking water supply, school buildings, community centers, development of irrigation systems etc.
  - Agricultural Development Programme - This focuses on economic upliftment of small/marginal farmers and landless labourers through training and education.
  - Subsidiary Occupation- Artisan Development Programme - This provides a platform for training and making available financial facilities to rural artisans and entrepreneurs which enable them to revive and develop their skill for commercial use.
  - Social Forestry and Waste Land Development Programme - This focuses on development of sericulture, social forestry, waste land use, dry land farming and biogas development.
  - Public Health & Village Sanitation Programme – This covers health care, village sanitation, health camps, and veterinary camps.
  - Youth and Women Skill Development Programme - Rural sports and cultural activities are organized in different villages to encourage participation by youths.
  - Soil Testing - The Company places tremendous importance on empowering farmer to increase the yield. Soil diagnostics form a major part of determining which fertilizer needs to be used for each soil and crop. The Company has 5 static and 3 mobile soil testing laboratories across its major marketing territories which undertake soil sample analysis. About 70,000 soil samples are analyzed every year.
  - Micro-nutrient Analysis - To increase crop yield the presence of micro-nutrients in adequate proportion is necessary. Micronutrients analysis identifies the deficiency in the soil and prescribes doses of micro-nutrients that need to be applied to ensure optimum yield. About 1000 samples are analyzed every year.
  - Earn While You Learn Scheme - This is a unique scheme that has been developed by the Company. It seeks to educate and train children studying in class IX and above to participate in the process of agricultural development. These students are trained to understand latest developments in agriculture and transfer this knowledge to the farming community. The scheme provides all opportunities to students to earn while they learn. The students participating are offered token money which supports them while studying and at the same time imparts practical knowledge of agriculture to them. The students are required to do field extension work for promoting specialty fertilizers, micro-nutrients & bio fertilizers during vacation and holidays.

**CSR of Gujarat Narmada Valley Fertilizers Company Ltd. (GNFC)**

GNFC has passed the Board Resolution of 30th meeting of Board Directors held at Chamber of Chief Secretary, GoG on 27th Dec. 011. The Company established itself firmly with diversified product portfolio from its initial Fertilizers business to Chemicals and then to Electronics, Information Technology business etc. Apart from excelling in its core business, the company has been dedicating itself to social commitments in and around Bharuch in particular and the State of Gujarat in general. To carry out its social commitments, the Company has established two Non-Government Organizations (NGOs) viz.
Narmada Nagar Rural Development Society (NARDES) and
Narmada Education & Scientific Research Society (NEST)

NARDES – An NGO sponsored by the company and promoted by its employees and their families undertake several Rural Development activities in the field of Health and Hygiene, Education, Employment, Rehabilitation of physically challenged people etc.

NEST – An NGO established by the company run Educational Institutes to impart Graduate and Post Graduate level of education in Science, Commerce, Management and Computer Applications. Moreover part time courses are also conducted for the employee professionals, in the field of management and Industrial Safety and Environment.

CSR of Fauji Fertilizer Company Limited (FFC)

For Fauji Fertilizer Company Limited, social responsibility means facilitating communities and empowering its people. Sustainability shall always remain quintessential for the performance of CSR. Historically, FFC has always been socially a responsible corporate entity. The Company started its CSR per se as early as in 1982 by introducing Agri- Services thus helping in poverty alleviation of common farmer and assisting them in sustained empowerment. Gradually FFC started interventions in most of the defined sectors and has developed a history of about 30 years of contributions to the society. FFC, further plans to bring sustainability in its interventions and desires to achieve international standards by aligning CSR with our business objectives. FFC is also committed to improve quality and quantum of its interventions by maximizing on the available resources. Since FFC has become member of covenants like UNGC, the CSR has to be aligned with international guidelines. It is necessary to standardize the interventions and monitor the quality of interventions at a central level. We need to stay committed to its principles. Keeping the vision of responsible corporate entity in mind, FFC has moved in this direction.

CSR of Karnaphuli Fertilizer Company (KAFCO)

The objective and focus of this policy is to set high standards for sustainable economic growth and development in the private sector in Bangladesh particularly the fertilizer industry i.e. preservation of environment, occupational health & safety, respect for human rights, empowerment and community life. These policy themes are vital in achieving success which depends on availability of natural gas, strength of relationships with key stakeholders and managing operations responsibly & efficiently in an increasingly complex environment. KAFCO believes social responsibility efforts are embodied in consistent application of its core values which outlines its commitment to conduct business in a socially responsible and ethical manner, support universal human rights, protect environment, maximize positive impact of its business on community, respect culture in which it operates and integrate social, environmental and economic considerations in its decision making process and actions. At KAFCO, Corporate Social Responsibility encompasses the following elements:

Business Ethics and Transparency

KAFCO shall do business in ways that are transparent, ethical, demonstrate high personal integrity and respect for rights of individuals. It undertakes to:

- Respect rule of law. Make commitments that can be honored. Desist in consciously misleading and involving in unacceptable practices.
- Contribute towards social causes, economic growth and preservation of environment provide quality products that are safe for their intended use.
- Endeavor to provide stakeholders with accurate and timely information to facilitate understanding and support for company business as also for the development of private sector in the country.
- Discourage and work against all forms of corruption including extortion and bribery etc.
Health and Safety  
KAFCO recognizes the crucial importance of health & safety issues and therefore, undertakes to:

- Satisfy legal requirements, national or international relevant to company business. All employees shall consider health & safety matters to be critical and integral to their respective functions.
- Provide a healthy, safe and secure working environment.
- Encourage and involve employees on health and safety matters that affect their work.
- Adopt systematic approach to health and safety in order to achieve continuous improvement in performance.

Employee Relations and Workplace Practices  
KAFCO observes following principles in obtaining a congenial work environment that fosters professional harmony, excellence and competencies.

- Be an equal opportunity employer. Eliminate discrimination in respect of employment and occupation.
- Establish fair labor practices and respect for all workers & staff. Uphold freedom of association and recognize the right to collective bargaining. Eliminate all forms of forced and child labor.
- Use human resource with skills & experience matched against those required for the work to be performed.
- Support and respect for internationally proclaimed human rights. Make sure not to be complicit in human rights abuses.
- Rely on total commitment of all employees.
- Maintain fair and competitive terms & conditions of employment. Provide opportunities for training and development.

Community Relations  
KAFCO supports empowerment which entails providing people with training, education and opportunities to allow help themselves. This would help improve economic environment of the community through creation of wealth & jobs, business opportunities and philanthropy. It therefore, is obliged to:

- Promote social values and humanitarian causes.
- Promote and patronize actions/activities toward the cause of education, health, civic amenities, poverty alleviation, environment preservation and social justice.
- Support arts, culture, sports and institutions (schools, universities, think tanks, research and cultural institutions) that enrich public and community life.
- Support and/or sponsor seminars, conferences, symposia on matters relating to national interest, social issues, culture and well being of the community.

CSR of National Fertilizers Limited (NFL)  
Corporate Social Responsibility (CSR) is an evolving concept and has moved away from being just philanthropic to becoming an integral part of strategy of the company. The Company is committed towards upliftment of underprivileged sections of the society and has supported various social and community initiatives touching the lives of a large number of people. Under the umbrella of CSR, Company is engaged in undertaking farmer friendly activities that have helped in improving their socio economic status. The major focus of these programmes is on creating awareness about health and hygiene, children education, women empowerment, skill development for self-employment, water conservation, rain-water harvesting and ground water recharging.

During 2012-13, the company has incurred ₹ 1.47 crore on CSR initiatives. NFL as a socially responsible corporate has been supporting community development programmes covering wide range of welfare activities in rural areas. Company has adopted several villages in different states, which include: Anandpur Jalbera, Nangal Kheri, Garhi Besik, Goyla Khurd, Khojkipur (Haryana), Gadota...
(Rajasthan), Bela Dhayani (Punjab), Rampur, Torni, Dongar, Chainpura, Vijaipur (Madhya Pradesh), Raghav Nagar (Uttarakhand) and Samardiha (Bihar). The major focus areas under these programmes are:

- Creating awareness about Human Health and Hygiene.
- Creating health awareness about Animal Health.
- Children Education.
- Women Empowerment.
- Skill Development for Self-Employment.
- To promote use of Non-conventional source of Energy (Solar Energy).
- Water Conservation / Water Harvesting.

CSR of Chambal Fertilisers and Chemicals Limited (CFCL)

Chambal Fertilisers and Chemicals Limited are committed to build a sustainable enterprise that effectively balances financial strengths with social and environmental responsibilities. Chambal is playing a catalytic role in creating sustainable development in rural India through its multi pronged programmes:

- Uttam Roshani
  This programme is designed to improve the quality of life for the community residing in the vicinity of our fertilizer plants at Gadepan in Kota district of Rajasthan, by enabling them to be self-reliant and by positive interventions in the infrastructure, healthcare and education domains.

- Uttam Bandhan
  This programme is designed to promote sustainable farming practices and boost crop productivity, in our marketing territories through soil and water testing facilities and farmer advisory services.

CONCLUSION

Corporate Social Responsibility is about how your organization’s existence affects stakeholders beyond your own insular interests, recognizing the impact your operations have on the community at large. Adopting CSR considers how you can use this impact in a positive way, leading to sustainable growth and financial gains. The fertilizer Companies is committed towards upliftment of underprivileged sections of the society and has supported various social and community initiatives touching the lives of a large number of people. Under the umbrella of CSR, Company is engaged in undertaking farmer friendly activities that have helped in improving their socio economic status.

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