

## **Coupling Corporate Social Responsibility into Millennium Development Goals: A Case Study of Tata Steel Limited in Jharkhand**

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### ***Abstract***

*All member states of the United Nations across the globe have adopted the Millennium Development Goals (MDGs) in 2000 as part of their policy framework for development and thus have engulfed this into their legislative ambit. In this course with the enactment of the Companies Act, 2013 ('the Act'), Corporate Social Responsibility ('CSR') became a mandatory requirement in India. Schedule VII of the Act lists out the CSR activities which may be undertaken by the companies to take care of the underprivileged community by supporting them through socio-economic, educational and health initiatives. Since companies are now required to spend 2% of their average profits in the preceding three years on Corporate Social Responsibility (CSR) activities. The insertion of the CSR law vide Section 135 makes India one of the few distinguished nations in the world which mandates CSR spends. The Government of India has also strived towards the achievement of the Millennium Development Goals (Eradicate extreme Poverty and Hunger, Achieve Universal Primary Education, Promote Gender Equality and empower women, Reduce Child Mortality, Improve Maternal Health, Combat HIV/AIDS, Malaria and other diseases, Ensure Environmental Sustainability and Develop a Global Partnership for development) and to add a catalytic effect, it has recently incepted the CSR policy vide The Companies Act, 2013. Through this maiden legislative intent of CSR, the government has tried to partner the Indian corporate in the contribution towards social welfare.*

*In this backdrop, the present paper tries to map a relationship between the Millennium Development Goals (MDGs) and Section 135 of the Companies Act, 2013 read with Schedule VII of the Companies Act, 2013. It further tries to explore the opportunity of building a synergy between the Indian Government and Tata Steel Limited to accelerate the achievement of Millennium Development Goals (MDGs) through its Corporate Social Responsibility (CSR) initiatives. From the content analysis, the indicators of Schedule VII of The Companies Act, 2013 have the same motives and goals with those of Millennium Development Goals (MDGs). This indicates that CSR can be harmonised with government programs to achieve the MDGs. On a close perusal it becomes evident that the companies like Tata Steel Limited has incorporated the guiding maxims of the MDG in its CSR policy, which corroborates an alignment being made in the*

*MGD vis- a- vis CSR policy. However it is difficult to establish a definite causal link between these goals and the real achievements in terms of Socio-Environmental development.*

**Key Words:** *Corporate Social Responsibility (CSR), Millennium Development Goals (MDGs)*

## **Introduction**

The concept for the Millennium Development Goals (MDGs) was in principle developed during the 1990s. The overall aim was to raise financial means for development after the need for action was defined due to the 'lost development decade' of the 1980s. The Millennium Assembly of the United Nations was held from the 6-8 September 2000 and decided upon the Millennium Declaration which emphasized the need for a global engagement towards developing countries. The Millennium Declaration signed by 147 Heads of State and Government in September 2000. The MDGs consist of 8 main goals 21 targets and 43 indicators. In this context all member states of the United Nations across the globe have adopted the Millennium Development Goals (MDGs) in 2000 as part of their policy framework for development and thus have engulfed this into their legislative ambit.

Several Policies, programmes and targeted schemes have been introduced by the Indian government to eradicate poverty, either through a direct focus on employment generation, training and building-up assets of the poor, or indirectly through a focus on human development with an emphasis on health, education, and women's empowerment. However The Government of India strived towards the achievement of the Millennium Development Goals (Eradicate extreme Poverty and Hunger, Achieve Universal Primary Education, Promote Gender Equality and empower women, Reduce Child Mortality, Improve Maternal Health, Combat HIV/AIDS, Malaria and other diseases, Ensure Environmental Sustainability and Develop a Global Partnership for development) and to add a catalytic effect, it has recently incepted the CSR policy vide The Companies Act, 2013.

With the enactment of the Companies Act, 2013 ('the Act'), Corporate Social Responsibility ('CSR') became a mandatory requirement in India. The insertion of the CSR law vides Section 135 makes India one of the few distinguished nations in the world which mandates CSR spends. Schedule VII of the Act lists out the CSR activities which may be undertaken by the companies to take care of the underprivileged community by supporting them through socio-economic, educational and health initiatives. Since companies are now required to spend 2% of their average profits in the preceding three years on Corporate Social Responsibility (CSR) activities. This new "mandatè" is expected to generate a substantial

amount of new CSR spending, \$ 3.6 billion by one estimates (Ernst & Young 2014). Through this maiden legislative intent of CSR, the government has tried to partner the Indian corporate in the contribution towards the attainment of Millennium Development Goals (MDGs).

The Companies act 2013 mandates CSR activities for prescribed classes of companies. In this regards it sets out a list of activities which fall within the ambit of CSR activities. These activities are enumerated as Schedule VII to the 'The Companies Act, 2013'. Although The Companies Act, 2013 has no clear indication of the MDG while incorporating the CSR provisions vide Section 135 of the Act, but there seems to be a close interconnection between the two distinct concepts. Thus, a sincere attempt is being made to Couple Corporate Social Responsibility into Millennium Development Goals using Tata Steel Limited as a unit of study. Whist the eight goals of the MDGs. India depicts a moderately on track status of the target set forth in this context. A tabulated presentation of the same is presented in Table 1.

**TABLE 1: MDGs and Targets –Summary of Progress achieved by India**

<b>GOAL 1: ERADICATE EXTREME POVERTY AND HUNGER</b>	
TARGET 1: Halve, between 1990 and 2015, the proportion of people whose income is less than one dollar a day	On -track
TARGET 2: Halve, between 1990 and 2015, the proportion of people who suffer from hunger	Slow or almost off-track
<b>MDG 2: ACHIEVE UNIVERSAL PRIMARY EDUCATION</b>	
TARGET 3: Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling	Moderately on-track
<b>MDG 3: PROMOTE GENDER EQUALITY AND EMPOWER WOMEN</b>	
TARGET 4 : Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015	On-track
<b>MDG 4: REDUCE CHILD MORTALITY</b>	
TARGET 5 : Reduce by two-thirds, between 1990 and 2015, the Under- Five Morality Rate	Moderately on – track due to the sharp decline in recent years
<b>MDG5 5: IMPROVE MATERNAL HEALTH</b>	
TARGET 6 : Reduce by three quarters, between 1990 and 2015, the maternal mortality ratio	Slow or off-track
<b>MDG 6: COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES</b>	
TARGET 7 : Have halted by 2015 and begun to reverse the spread of HIV/AIDS	On-track as trend reversal in HIV prevalence has been achieved

TARGET 8: Have halted by 2015 and begun to reverse the incidence of malaria and other major diseases	Moderately on-track as trend reversal has been achieved for Annual Parasite Incidence of Malaria and for prevalence of TB
<b>MDG 7: ENSURE ENVIRONMENTAL SUSTAINABILITY</b>	
TARGET 9: Integrate the principle of sustainable development into country policies and programmes and reverse the loss of environmental resources.	
TARGET 10: Halve, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation	Moderately on-track
TARGET 11: By 2020, to have achieved a significant improvement in the lives of at least 100 million slum dwellers	The pattern not statistically discernible
<b>MDG 8: DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT</b>	
TARGET 18 : In cooperation with the private sector, make available the benefits of new technologies, especially information and communications	On-track

(Source: U.N. Millennium Project (2005); Report millennium development Goal country)

### Objectives

The present paper tries to map a relationship between the Millennium Development Goals (MDGs) and Schedule VII of the Companies Act, 2013 which envisages the list of CSR spends. Further it tries to explore the opportunity of building a synergy between the Indian Government and Tata Steel Limited to accelerate the achievement of Millennium Development Goals (MDGs) through its Corporate Social Responsibility (CSR) initiatives.

### Methodology

In order to study the afore stated objective *Tata Steel Limited* was selected purposefully through the web based search and to study the CSR initiative and its impact, it is being classified in accordance with the Millennium Development Goals (MDGs).

### Corporate Social Responsibility in India – The Road Map.

A plethora of definitions, codes of conduct and CSR principles have arisen, most intended to be adopted voluntarily by the companies (Afra Afsharipour, 2014). Corporate Social Responsibility is not a new idea, especially in India. Indian CSR has an organic evolution from within its own history and culture which sets it apart from that in the West (Sundar, 2013). Based on ancient Hindu texts and contemporary

ethnography, Dumont argues that one of the fundamental characteristics of the Hindu society was that economic and political domain (*artha*) was subordinate to the moral exigencies of a higher order (*dharma*). This hierarchy of principles was thought to inform the ideology of Indian Society as a whole (Vidal, 2006). India's earliest philanthropists pioneered the concept of building wealth for the public good. Jamsetji Nusserwanji Tata (J N Tata), the founder of the Tata group, was on a par with his contemporaries Joseph Rowntree and Andrew Carnegie. He was one of a number of Indian business leaders who reflected on the responsibility of wealth and engaged in philanthropy in the early days of industrialization (Mathieu Cantegreil, 2013).

India's tryst with institutionalized CSR began with voluntary guidelines by the industry groups. In late 2009, Ministry of Corporate Affairs (MCA) proposed groundbreaking CSR guidelines in what is deemed as the first concrete attempt to recognize CSR from a regulatory standpoint. But there is very little indication of the wide spread adoption of guidelines voluntarily by the Indian businesses. This led to mandating corporate to spend on CSR through the enactment of the Company Act, 2013 ("The Act") on 29<sup>th</sup> August 2013 to The Companies Act 2013, India became the first (sic) country to mandate spend on CSR activities through a statutory provision (KPMG, 2013).

### **The Companies Act, 2013: An Overview**

The Companies Act, 2013 ('2013 Act'), enacted on 29 August 2013 on accord of Hon'ble President's assent, has the potential to be a historic milestone, as it aims to improve corporate governance, simplify regulations, enhance the interests of minority investors and for the first time legislates the role of whistle-blowers. The new law has replaced the nearly 60-year-old Companies Act, 1956 ('1956 Act'). This new Companies act, 2013 redefines corporate governance rules in India. Among its many provisions, the act includes a soft mandate that medium and large companies must contribute 2 percent of their profits (averaged across the previous three years) toward corporate social responsibility (CSR), or describe in their annual report why they failed to meet this threshold. This new "mandate" is expected to generate a substantial amount of new CSR spending, \$3.6 billion by one estimate (Ernest & Young 2014).

The 2013 Act has introduced several provisions which would change the way Indian corporate do business and one such provision is spending on Corporate Social Responsibility (CSR) activities. CSR has largely been voluntary contribution, by corporate has now been included in law and become mandatory.

### **Applicability and constitution of a CSR Committee**

Section 135 of the 2013 Act states that every company having:

- ✚ Net worth of Rs 500 crore or more, or
- ✚ Turnover of Rs 1000 crore or more ,or
- ✚ Net profit of Rs 5 crore or more during any financial year, shall constitute a Corporate Social Responsibility Committee of the Board.

This committee would comprise of three or more directors, out of which at least one director shall be an independent director. The mandate of the said CSR committee shall be:

- ✚ To formulate and recommend to the Board, a Corporate Social Responsibility Policy, which shall indicate the activities to be undertaken by the company as specified in Schedule VII.
- ✚ To recommend the amount of expenditure to be incurred on the activities referred to above.
- ✚ To monitor the Corporate Social Responsibility Policy of the company from time to time

### **Schedule VII to The Companies Act 2013 Activities which may be included**

The Policy recognizes that corporate social responsibility is not merely compliance; it is a commitment to support initiatives that measurably improve the lives of underprivileged by one or more of the following focus areas as notified under Section 135 of the Companies Act 2013 and Companies (Corporate Social Responsibility Policy) Rules 2014:

- i. Eradicating hunger, poverty & malnutrition, promoting preventive health care & sanitation & making available safe drinking water;
- ii. Promoting education, including special education & employment enhancing vocation skills especially among children, women, elderly & the differently unable & livelihood enhancement projects;

- iii. Promoting gender equality, empowering women, setting up homes & hostels for women & orphans, setting up old age homes, day care centers & such other facilities for senior citizens & measures for reducing inequalities faced by socially & economically backward groups;
- iv. Reducing child mortality and improving maternal health by providing good hospital facilities and low cost medicines;
- v. Providing with hospital and dispensary facilities with more focus on clean and good sanitation so as to combat human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases;
- vi. Ensuring environmental sustainability, ecological balance, protection of flora & fauna, animal welfare, agro forestry, conservation of natural resources & maintaining quality of soil, air & water;
- vii. Employment enhancing vocational skills
- viii. Protection of national heritage, art & culture including restoration of buildings & sites of historical importance & works of art; setting up public libraries; promotion & development of traditional arts & handicrafts;
- ix. Measures for the benefit of armed forces veterans, war widows & their dependents;
- x. Training to promote rural sports, nationally recognized sports, sports & Olympic sports;
- xi. Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development & relief & welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities & women;
- xii. Contributions or funds provided to technology incubators located within academic institutions, which are approved by the Central Government;
- xiii. Rural development projects, etc
- xiv. Slum area development.

All activities under the CSR activities should be environment friendly and socially acceptable to the local people and Society. Contribution towards C.M relief fund shall be a part of CSR activities above 2% of Net profit other than the activities mentioned above. Further Ministry of Corporate Affairs vide Notification dated 24.10.2014 increased the scope of contribution made towards Corporate Social Responsibility Activities namely:

(i) In item (i), after the words "and sanitation", the words "including contribution to the Swach Bharat Kosh set-up by the Central Government for the promotion of sanitation" shall be inserted; (ii) In item (iv),

after the words "and water", the words "including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga" shall be inserted.

Activities which may be included by companies in their Corporate Social Responsibility Policies are highlighted below as Table 3 **Activities relating to:**—

**Relationship between the Millennium Development Goals (MDGs) and Schedule VII of the Companies Act, 2013.**

The inter-linkages between Schedule VII of The Companies Act, 2013 and the MDGs are complex and the impact of initiatives undertaken under CSR on development can be both positive. Most of the linkages identified above have the potential to challenge and to support the achievement of the MDGs at the same time. These complexities need to be taken into account when formulating strategies to further the achievement of the MDGs. The indicators of Schedule VII of The Companies Act, 2013 have the same motives and goals with those of the Millennium Development Goals (MDGs). This interwoven relationship between the two can be well expressed by means of Table 3 below.

Table 3: Relationship between the Millennium Development Goals (MDGs) and Schedule VII of the Companies Act, 2013.

Schedule VII of The Companies Act, 2013	Millennium Development Goals (MDGs)
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- |  |  |
|--|--|
| 1. Eradicating extreme hunger and poverty  | Goal 1: Eradicate Extreme Poverty and Hunger       |
| 2. Promotion of education  |  |
| 3. Promoting gender equality and empowering women;   | Goal 2: Achieve Universal Primary Education        |
| 4. Reducing child mortality and improving maternal health  | Goal 3: Promote Gender Equality and Empower Women  |
| 5. Combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases;  | Goal 4: Reduce Child Mortality                     |
| 6. Ensuring environmental sustainability;  | Goal 5: Improve Maternal Health                    |
| 7. Employment enhancing vocational skills  | Goal 6: Combat HIV/AIDS, Malaria and TB            |
| 8. Social business projects  |  |
| 9. Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socioeconomic development and relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women; and | Goal 7: Ensure Environmental Sustainability        |
| 10. such other matters as may be prescribed  | Goal 8: Develop Global Partnership for Development |

## MDGs VIS A VIS Tata Steel's CSR Initiatives in the New Legal Mandatory CSR Regime

### Millennium Development Goal 1

#### Eradicate Extreme Poverty and Hunger

*Reduction in poverty is only possible if communities are assured of sustained incomes.*

The Tata Steel has used multi pronged strategies to create adequate sources of incomes for poor communities. Tata Steel's livelihood initiatives focus on agriculture, skill development and enterprise development through self help groups for women. Creation of irrigation facilities such as lift irrigation projects and ponds encourages farmers to opt for second and third roping, positively impacting their income from agriculture. In 2013-14 nearly 2000 farmers adopted SRI method to improve paddy cultivation, more than 5000 acres of agriculture land was brought under second and third crop coverage, while irrigation resulted in the development of 1000 acres of wasteland. Farmers now develop cashew

plantations in these areas. More than 150 irrigation structures, including lift irrigation points and ponds, were created in the Company's operational areas during the year.

#### **Initiatives Undertaken to Combat Poverty through SHGs**

The TATA Steel supported about 800 Self Help Groups (SHGs) with 9700-plus women, predominantly from economically challenged families in 2013-14. Assistance is provided to the women to set up small business units for handicrafts, vermi-composting, tamarind cake and pickle making, mushroom cultivation, etc. More than 2000 youth were trained through various skill interventions in 2013-14. Self Help groups have been found to be an effective mechanism to safeguard democratic rights, especially as they serve as agencies for collective bargaining at the grassroots level. Members of about 800 Self Help Groups supported by Tata Steel leverage this strength to earn a sustainable livelihood for their families.

Tata Steel is implementing the Modified Area Development Authority (MADA) project in tribal villages of select blocks in Dhanbad district. Funded by Department of Welfare, Govt of Jharkhand, the project aims to create livelihood opportunities for the tribal's, mostly below poverty line. A self-help group 'Maa Tara SHG' was formed to help them gain access to their democratic rights as well as engage with local government agencies to benefit from development programmes.

The SHG constructed irrigation infrastructure as well as procured a pump set, urea and seeds to grow two or three crops in a year to earn additional money. Most of the members have gone back to farming their land rather than being forced to seek work as daily wage labourers even when they owned in excess of five acres of land. This has significantly impacted their quality for life.

Through Navjeevan Cooperative Self Help Groups and the Navjeevan Cooperative are a vibrant source of social revolution in the area. More than 60% of the women under the Tata Steel Parivar scheme have launched income generation enterprises. They are engaged in activities such as Stitching, Painting, Poultry, Food Processing and Stationary. The Navjeevan Cooperative has 157 members and generated a revenue of Rs 92,78,272 in 2013-14. Wages amounting to Rs 9,25,369 were paid to its members with a profit/ production bonus of Rs 2,37,400 being distributed to them. The poultry unit generated the highest revenue.

#### **Initiatives Undertaken to Combat Poverty Agriculture Interventions**

Tata Steel Rural Development Society (TSRDS) is helping villagers such as Katikoda on the outskirts of Noamundi in Jharkhand. Through agricultural interventions such as:

- ✚ Building capacities of farmers on improved methods of agriculture and other allied sectors
- ✚ Developing water harvesting structures and irrigation facilities
- ✚ Supporting farmers with quality inputs, technical know-how and timely information
- ✚ Creating markets and marketing linkages for farm and forest based produce
- ✚ Undertaking and supporting research on agriculture and other allied sectors. Consequently, increase their family income through agricultural interventions

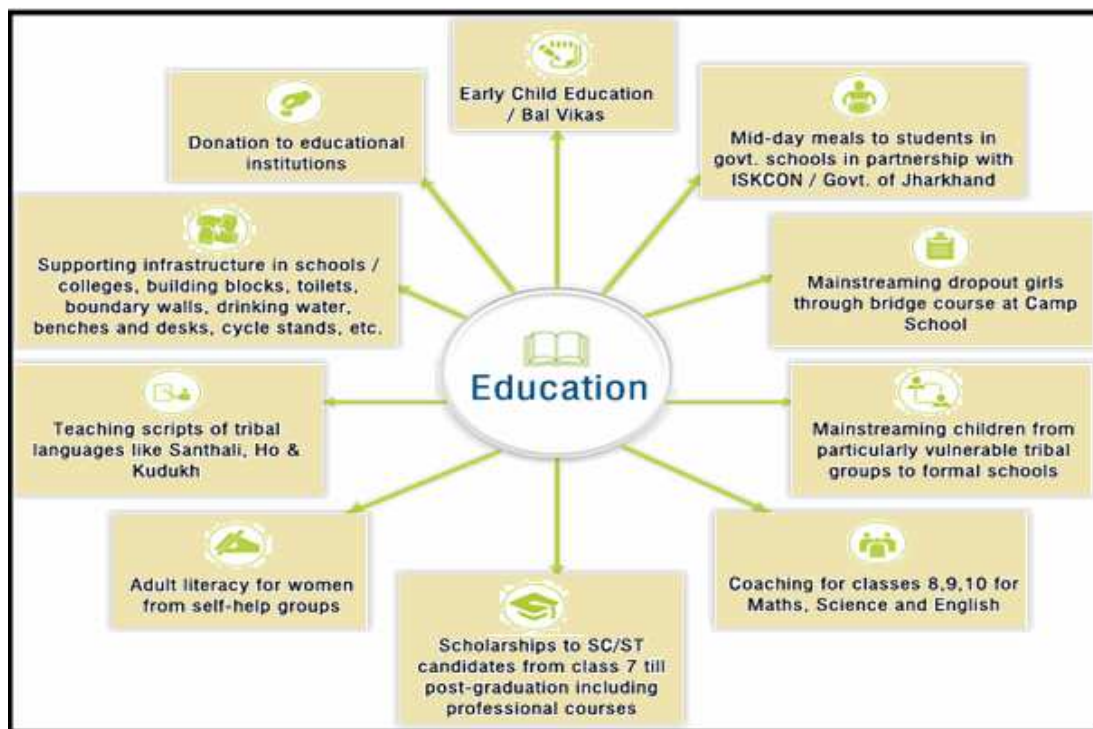
## **Millennium Development Goal 2**

### **Achieve Universal Primary Education**

*A sound education has the potential to accelerate development and is the building block of any society.*

Quality of life depends on education, training and skills of manpower. As such, the second priority is the need to provide education, training and developing skills of the vast unemployed population of the country. Investment in education is an investment in the future of the nation. It is, however, unfortunate that despite enactment of the Right to Education and various schemes to promote primary education in India, a large number of children are deprived of schooling. The corporate sector can make a significant contribution for the cause of children's education, and enable India realise its full potential by nurturing the capabilities of her future citizens. Companies can set up in rural areas primary and teacher training schools, provide mid-day meals, libraries and computers. In this context TATA Steel have taken several initiatives in the field of education to stop school dropout and improve the literacy rate of the people where the company run its business.

### **Initiative Undertaken for Education**



<http://www.tatasteelindia.com/corporate-citizen/education/primary-education.asp>

- ✚ To support training and education in the community, the Tata Steel Rural Development Society (TSRDS) ran Adult Literacy Programs for 6500 illiterate adults in peri-urban areas of Jamshedpur and educated nearly 2000 children in bustees through the Bal Vikas Classes run in association with the Jharkhand Education Project in FY 05-06 which rise to 13000 in FY 12-13. TSRDS facilitates the setting up of non formal school to link tribal children to formal school. In 2013-14, TSRDS Bamnibal enabled 21 tribal children to move from non-formal schools to Government-schools.
- ✚ Jyoti Scholarships for SC/ST meritorious students from economically and socially challenged families continued to be scaled up in 2013-14 accounting for 3169 scholarships awarded in the reporting year against 2477 in 2012-13. Pre-Matric Coaching Classes were also expanded to cover 10372 students in 2013-14 from 5006 students in 2012-13.
- ✚ More than 10,000 students of classes VIII, IX and X benefitted in FY 13-14 from pre-matric coaching. Of the Class X students who attended these classes at the Jamadoba Centre about 50 % got a first division.
- ✚ A mid-day meal kitchen is run in partnership with Government of Jharkhand and ISKCON Food Relief Foundation, to supply mid-day meals daily to nearly 50,000 students across 387

government schools in and around Jamshedpur, in FY 13-14 primarily serving the SC/ST community. The mid-day meal draws the children to attend school, apart from giving them the requisite nourishment for a healthy and productive life.

- ✚ The Company will adopt and manage six Ashram Shalas for tribal children (100% SC/ST) in the Kolhan Region of Jharkhand currently administered by NGOs.
- ✚ The Company also linked 200 underprivileged dropout girls to formal schools after putting them through a nine-month bridge course at its camp schools in Noamundi and Pipla. More than 15,000 women were made functionally literate. The Company supports 200 schools and colleges in Jharkhand. The education of 127 children from vulnerable tribes was sponsored in mainstream schools.

The interventions undertaken by Tata Steel in the field of education in bridging MDG and CSR are presented in Table 5 as under:

<b>Interventions/ U o M Nos.</b>	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>	<b>13-14</b>	<b>14-15</b>
Jyoti Fellowships awarded to SC/ST students	673	1956	2477	3169	3400
Pre-Matric Coaching for students	120	370	5006	10372	13,403
Adult literacy (Women)	2555	5600	13000	16,824*	15,612*
Girls attending Camp Schools	200	100	200		
Mid-Day meals for school children (East Singhbhum and Seraikela-Kharsawan)	-	-	49000	50000	49,000*
Mainstreaming children from primitive tribal groups	-	10	127	-	-

Source: Corporate Sustainability Report 2012-13, 13-14

### Millennium Development Goal 3

#### Promote Gender Equality and Empower Women

##### Empowering women

*Empowering women to be at the centre-stage of decision making in society will accelerate the pace of development.*

The women's empowerment projects at Tata Steel are focused on collective mobilisation and financial and social inclusion. Tata Steel is committed to gender parity which is indicated through positive signals, such as a Women Empowerment Cell, creation of the Sexual Harassment Redressal Committee and its Sexual Harassment Prevention Policy. Tata Steel's Women's Empowerment team, SWATI conducts special awareness sessions for female employees of contractors to apprise them of their legal rights and to create awareness mechanisms available to them to prevent sexual harassment. A total of 123 persons were trained at Tata Steel's Security Training Centre accounting for a total of 832 mandays of training and 4992 training hours.




### **Empowering Women through Enterprise Development**

The core interventions adopted by Tata Steel to promote enterprise development include:

1. Self Help Groups and
2. Promoting entrepreneurs

Proactive efforts are made by Tata Steel to link SHGs to income generation activities, establish bank as well as market linkages. The purpose is to secure alternative and sustainable livelihood opportunities. The small business units operated by them include poultry farming, piggery and goatery, soap making, phenyl making, mushroom cultivation, nurseries to raise sapling, seedless tamarind making, tailoring, Soura painting, paper bag making, etc. SHG women keen to establish enterprises are trained in association with Entrepreneurship Development Institute of India (EDII). The SHGs linked to entrepreneurship development earn an average income of about Rs 28,000 per member per annum.

### **Engagement with SHGs include Empowerment of Women through**

-  Income generation and entrepreneurship development
-  Credit linkages and marketing of products
-  Packaging and branding of their products

The above mentioned initiatives by TATA Steel eventually lead to encourage creativity and promote leadership amongst the members of SHGs.

### **Millennium Development Goal 4, Goal 5, Goal 6**

**Goal 4: Reduce Child Mortality**

**Goal 5: Improve Maternal Health**

**Goal 6: Combat HIV/AIDS, Malaria and other Diseases**

*Achieving health for all is critical to overall development and progress.*

Tata Steel positively contributed towards the Maternal and Child health. As the population of the primitive tribes is stagnant or declining, special emphasis has been given by TCS on providing medical facilities to the ailing residents of the primitive tribal group villages namely Dongagaral, Dholkocha and Patipani. Besides curative services, awareness level on health is also raised through health talks on pertinent issues.

- ✚ Project MANSI on maternal and newborn survival, which is underway in 167 villages of Seraikela district, has brought down the infant mortality rate by 26.5% and neonatal mortality rate by 32.7%.
  
- ✚ Project RISHTA on adolescent health was scaled up from Seraikela- Kharsawan to other operational areas of the Company and is now being implemented in 700+ villages across seven districts in Jharkhand and Odisha. To provide healthcare services to deprived communities, Tata Steel in partnership with Hewlett Packard set up an E-health centre at Bagbera in Jamshedpur. Doctors sitting at a distant location cater to patients using real time technology solutions.

**TATA Steel Initiatives in contest of Vitamin A Supplementation, deworming and Immunization**

Committed to nurture a healthy community in and around its areas of operations, Tata Steel in association with the Government of Jharkhand, has launched a month-long campaign to observe Vitamin A Supplementation, Deworming and Immunization of children less than 5 years of age. The Campaign, that commenced on June 01, 2015, is being held at the Sonari Community Centre in Jamshedpur. The initiative is an important step forward to accelerate child survival and development. Vitamin A supplementation offers the child a better chance of survival and lowers the risk of being infected by fatal diseases. Children who are dewormed also have a better nutritional status, grow faster, and develop better learning skills.

- ✚ Tata Steel places immense emphasis on empowering communities through health awareness. Tata Steel has expanded its interventions across all locations in partnership with Tata Steel's Health Services, Local Medical Institutions, Government Health agencies and Jharkhand State AIDS Control Society (JSACS).

### **Initiatives on HIV/ AIDS Awareness**

As early as 1990s, Tata Steel initiated a policy recognising the importance of HIV/AIDS interventions and since then various programmes have been designed to address current needs and concerns in HIV/AIDS. AIDS Awareness Programmes are a part of the activities undertaken by various departments of Tata Steel. In the field of HIV/AIDS, TSRDS works with high risk groups like truck drivers and female sex workers.

Tata Steel recognized the importance of HIV/AIDS interventions among high-risk groups where it operates as early as in 1994 and voluntarily took on the responsibility for the districts of East and West Singhbhum. The scope of this effort now extends to the districts of Dhanbad, Ramgarh, Hazaribagh, East Singhbhum, West Singhbhum, Saraikela-Kharswan and Ranchi in the state of Jharkhand.

To increase the reach of its awareness programmes, information on HIV/AIDS is part of all components of Health programmes and projects of Tata Steel's Corporate Sustainability Services in the districts of East and West Singhbhum, Saraikela - Kharsawan, including the mines and collieries.

In 2011-12, workplace interventions benefitted approximately 926 regular as well as contract labour. Community outreach programmes benefitted ~ 15,000 migrants, 44,000 adolescents under the Reproductive and Sexual Health projects and 68,000 truckers through the Truckers Intervention Project in partnership with JSACS.

While the emphasis is on prevention through AIDS awareness, care and support is also an important component of the company's initiatives. Counselling and medicines free of cost at the company's Tata Main Hospital (TMH) are provided to all HIV+ employees and their dependents. Sneh Kendra - a "Single Window" health delivery concept provided care and support to 389 PLWHA from the community along with treatment of Opportunistic Infections, counselling, group support and life skills training for family members of PLWHA.



### **Focused Initiatives include**

- ✚ Counselling at Sneh Kendra.
- ✚ Project “Kavach” involves various focused interventions like media events, counselling sessions, and ‘Khushi’ clinics for STI treatment that are organised throughout the year to minimise the risk of HIV/AIDS among truckers. This is an important step considering that Jamshedpur is a transportation hub in eastern India.
- ✚ Project 'SATHI' - a residential community care centre is located in Ganjam, the 14<sup>th</sup> most vulnerable district in India in HIV/AIDS.
- ✚ Bustee AIDS Awareness Sensitisation & Empowerment.
- ✚ The MCH+ HIV/AIDS Awareness Health Camps, a joint initiative of Apni Baatein and BASE Project teams, spread HIV awareness through street plays and open quiz.
- ✚ The Truckers Intervention Project implemented since October 2010, aims to minimise incidences of STI and HIV/AIDS among the trucker community through awareness. In FY13-14, more than 22,000 truckers availed clinical services at the Khushi clinic set up at Transport Nagar, Jamshedpur.
- ✚ In FY 09-10 Rehabilitation of HIV/AIDS infected people and providing nutritional and educational support to children from HIV+ families.

### **Initiative undertaken for Adolescent Reproductive and Sexual Health**

- ✚ Project RISHTA (Regional Initiative for Sexual Health for Today’s Adolescents) is aimed to safeguard the youth from adverse effects of teenage pregnancy, sexual abuse and disease. More than 40,000 adolescents in 700-plus villages have been covered through home visits, individual and group counselling, health fairs etc.
- ✚ The programme ARSH (Adolescent Reproductive and Sexual Health) has covered more than 53,000 adolescents in India through various health programmes that have been specifically designed for this age-group. This seeks to provide accurate information and also counselling during periods of crises.
- ✚ TSFIF’s ‘Apni Baatein’ project aims to empower adolescents to make the right decisions related to their physical, social and emotional health.

- ✚ The 'Anaemia Control Project' rolled out by TSFIS is aimed at reducing severity and prevalence of anaemia among adolescents of urban slums in Jamshedpur.

### Malaria Control

The various factors that affect the high incidence of malaria include poor level of awareness, poor socio-economic condition, dense forest surrounding the villages and lack of immediate detection of malaria due to remoteness. To combat the problem in its areas of operation, various initiatives have been taken by Tata Steel, TSRDS and the Tata Steel Hospital:

- ✚ Identification of malaria prone villages and fogging and spraying with support from JUSCO.
- ✚ Distribution of medicated mosquito nets in villages and fixing window nets at the houses.
- ✚ Awareness campaign through folk play 'Nukkad Natak', referral services and wall writing.
- ✚ Card test in villages for detection of malaria.
- ✚ Awareness programmes for the early detection of the disease.

TABLE 6 The aforesaid health related initiatives by Tata Steel makes it quite evident that the company has been positively involved in the contribution of child & maternal health care apart from other health care initiatives which can be presented as Table 6 as under :

Table 6: Health initiatives

Health initiatives/ U o M No. of Persons	2010-11	2011-12	2012-13	2013-14
Mobile vans/ Primary Health Care Services	213280	289517	370000	
Medical camps/ Family Planning Services	8783	6633	7198	6000
Dispensaries/ Ante-Natal Check-ups (ANC)	12931	11629	12000	14000
Preventive/ Child Immunisation	9914	12217	14006	15000
Promotive/ HIV/AIDS Awareness – coverage	35659	310000	310000	
Curative/ Eye Care Services (Cataract Operations)	1818	3000	28900	5000

Source: Corporate Sustainability Report

### Millennium Development Goal 7

## **Ensure Environmental Sustainability**

*Responsiveness towards a cleaner and safer environment is an important commitment for the future.*

At Tata Steel, several initiatives are in place to manage environmental, impacts in the long term. Tata Steel's Environment Policy provides direction on these material issues, asking for the "efficient use of natural resources & energy; reducing and preventing pollution; promoting waste avoidance and recycling measures; and product stewardship."

### **Water and Effluent Discharge**

Tata Steel has set itself the target of zero effluent discharge. About 80% of its total sites have already achieved zero discharge. Work is in progress to make two sites Zero Effluent Discharge – this includes the Jamshedpur Steel Works. In 2013-14 wastewater recovery and distribution from four new catch pits was operationalized at Jamshedpur Steel Works, taking the effluent recycled from 14% in 2012-13 to 23% in the reporting year. The outcome has been a drop in the makeup water requirement to 5.58 m<sup>3</sup>/ tonnes of crude steel. With recycling infrastructure being augmented in phases over the last three years the average annual effluent discharge dropped by ~50% from 4.6 in 2011-12 to 2.3 m<sup>3</sup>/tcs in 2013-14.

### **Enhancing the Green Cover**

After the completion of the expansion project a special afforestation drive was initiated to improve the green cover within the Jamshedpur Steel Works. 13,034 saplings were planted in the Steel Works in 2013-14 and another 26,242 saplings were planted at an ecologically restored dumpsite. The dust suppression and slope stabilization initiative within the Steel Works led to 33,800 m<sup>2</sup> of ground being covered with grass and shrubs. An initiative to convert a wasteland into a landscaped expanse ensured that the water bodies remained untouched. Tata Steel spent Rs 4.6 billion in 2013-14 on environment expenditure. A significant part of this was spent at the Jamshedpur Steel Works.

### **Use of Solar Energy**

Tata Steel has initiated a drive to illuminate remote villages using solar energy, a renewable energy source under a public private partnership. In 2013-14, ~ 2300 solar streetlights were installed in villages in its operational areas in Jharkhand and Odisha. Solar PV with efficient LED lights for street lighting,

usage of natural daylight through light tunnels, solar thermal geysers in guest houses and Company hospitals increased solar power generation by 3.8% in 2013-14 over 2012-13.

### **Air Quality**

Local communities surrounding steel plants are sensitive to particulate matters and hence dust abatement is an important subject for global steelmakers including Tata Steel. The Company monitors emission on a real-time basis and uses mobile monitoring vans for town mapping. Emissions from 41 stacks are continuously monitored and corrective action immediately taken, when required. Tata Steel uses on-line monitoring and mobile monitoring vans for town mapping, online monitoring of major stacks, continuous monitoring of ambient air quality and meteorological conditions. A Continuous Ambient Air Quality Monitoring System (CAAQMS) is being installed at the Jharia Division for online monitoring of the ambient air quality.

### **Millennium Development Goal 8**

#### **Develop a Global Partnership for Development**

*Effective collaboration and partnerships are critical to the success of development programs. They can impact quality, replicability and have the potential to transform the scale of operation. Tata Steel collaborates with various stakeholders in the implementation of its projects.*

It is quite imperative that Tata Steel has been keen to participate in initiatives which seek to address climate change and has been a participant in the Steel Task Force initiatives of Asia Pacific Partnership on Clean Development and Climate under the aegis of the Government of India, Ministry of Steel. Tata Steel is one of the founder members of the Global Business Coalition on AIDS, and a member of the CII-Social Development Community Affairs Committee. It is an active member of the TERI Business Council for Sustainable Development, India (a regional partner of the World Business Council for Sustainable Development).

The Company has increasingly been undertaking partnership projects in collaboration with NGOs, Industry Associations and National / International advocacy organisations. Social organisations established by Tata Steel are working with a variety of partners on health, social and cultural activities. A few examples of recent partnership initiatives are with:

- ✚ United Nations Development Programme, Ministry of New and Renewable Energy and Confederation of Indian Industry – Renewable Energy Project
- ✚ Agriculture Consultancy and Management Foundation, Chennai –project to improve agricultural productivity
- ✚ International Crop Research Institute for Semi Arid Tropic, Hyderabad –project to improve dry land farming
- ✚ Jharkhand State AIDS Control Society (JSACS)-providing HIV/AIDS treatment and counselling
- ✚ Jharkhand Education Project – camp school for girls
- ✚ The Global Business Council HIV/AIDS London :TO i) Preventive & Promotive activities (ii) Curative & rehabilitative activities (iii) Adopted East/West Singhbhum for conducting AIDS awareness
- ✚ IISI Brussels, Ministry of Environment Forests New Delhi : Life Cycle Assessment for Steel Sector and issues related to steel business like Quality, Technology, Markets, etc.
- ✚ UNIDO, Confederation of Indian Industry, UNDP : Water pricing for resource conservation. Market based instrument for pollution prevention in steel sectors.
- ✚ EPIA, USA: Adolescent Reproductive Health Project called SAHAS
- ✚ CARE International, USA: To promote safe motherhood and infancy to reduce IMR and child mortality rate of less than 5 years of age (CMR <5) in 162 villages.
- ✚ UNICEF: WATSAN (Water and Sanitation Project) that will cover 100 villages
- ✚ The Calcutta Samaritans: Running of a De-Addiction Centre at Baridih.
- ✚ CII/CIDA: Implementation of Corporate Sustainability Management System.
- ✚ CII, FICCI, ASSOCHAM, ICC: Market and business related issues.
- ✚ Packard Foundation: Adolescent Reproductive Health.
- ✚ National Commission on Population : Population Sterilisation
- ✚ DRDA: Watershed and social mobilisation

(Source: Corporate Sustainability Report (2004-2005))

In context of the poor infrastructure in various states, especially where Tata Steel operates, the Company supports private and government initiatives in building infrastructure. These include construction of roads, lift irrigation projects, health care infrastructure, community centres, water pipeline projects, support to local schools and colleges along with bus services for school students. Grants to Tata Steel Rural Development Society (TSRDS), Tata Relief Committee and discretionary funds at the disposal of

heads of operational locations allow them to respond to specific infrastructure demands raised by the community.

Tata Steel's Strategic Outsourcing partnerships with global suppliers such as IBM for IT infrastructure requires them to align their staffing with Tata Steel's Affirmative Action programme. In 2012- 13 nine persons recruited by IBM for the contract met the AA criteria.

The Company's Public Private Partnership for supply of safe potable water was extended to ten additional underserved communities around Jamshedpur. The Company was able to achieve this goal through the reduction of Non Revenue Water from 20.26 per cent in March 2011 to 4.78 per cent by February by 2012. Over 250 street lights were also installed in these areas.

### **Conclusion**

CSR is an integral component of business strategy and supports the Tata Steel's Corporate Citizenship goals. Tata Steel's goal of Corporate Citizenship extends beyond the responsibility for its own business operations, towards a larger commitment to Inclusive Growth, to nation building and to addressing global socioeconomic and environmental issues. To this end, Tata Steel is always mindful of the national interest in all that it does The Tata Code of conduct (TCOC Clause 1) and is guided by international frameworks such as the UN Millennium Development Goals which are advanced through its social initiatives.

The Tata Steel works to create a favourable and conducive social environment by improving the health, education and economic status of the communities in its areas of operation. Further, by proactively engaging with local communities to identify their needs and develop initiatives to enhance community wellbeing and strengthen society for the future. Tata Steel assesses the need for its intervention based on factors including local Human Development Index scores, contribution to Millennium Development Goals, and the expressed needs of local communities. Tata Steel is focussing its activities on sustainable livelihoods, health and education.

The Company's social and environmental activities encompass its peri-urban areas and villages in the states of Jharkhand. Tata Steel works in partnership with the government, national, international development organisations, local NGOs and the community to ensure sustainable socioeconomic development of the communities. It implements its social initiatives primarily through the Corporate Sustainability Services Division and three independent not-for-profit organisations established by it: Tata

Steel Rural Development Society (TSRDS), Tribal Cultural Society (TCS) and Tata Steel Family Initiatives Foundation (TSFIF). Many other departments of Tata Steel, such as Sports and Medical Services Division, are also involved in Company initiatives to benefit local communities. The many and varied activities address the broad range of needs that have been identified in collaboration with local communities, and enhance the economic, environmental and social well-being of the communities.

The indicators of Schedule VII of The Companies Act, 2013 have the same motives and goals with those of Millennium Development Goals (MDGs). This indicates that CSR can be harmonised with government programs to achieve the MDGs. On a close perusal it becomes evident that the companies like Tata Steel Limited has incorporated the guiding maxims of the MDG in its CSR policy, which corroborates an alignment being made in the MGD vis a vis CSR policy. However it is difficult to establish a definite causal link between these goals and the real achievements in terms of Socio-Economic and Environmental development.

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