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Assistant Professor, Dept of Social Work, Vikrama Simhapuri University,
Nellore-524003

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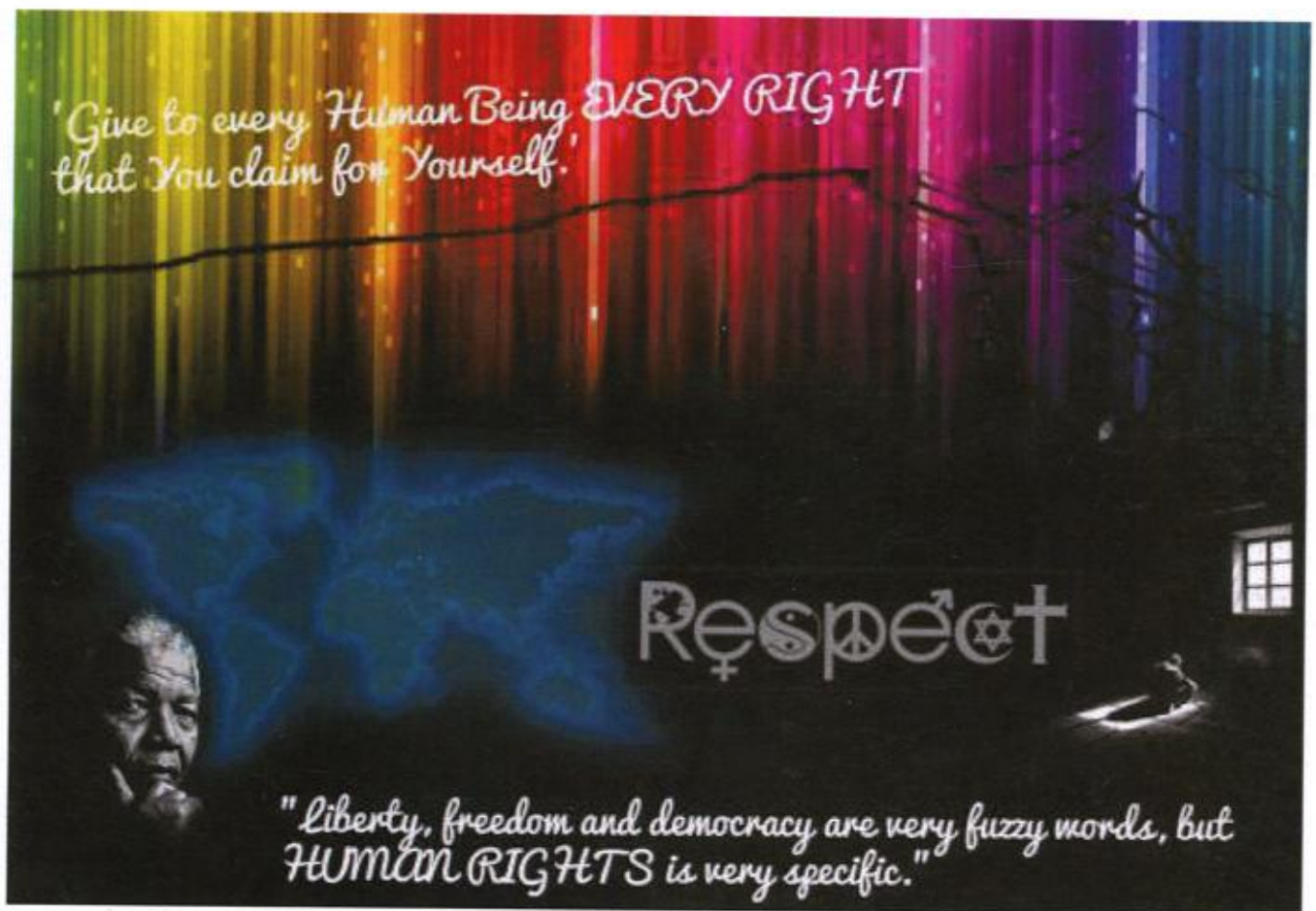


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CORPORATE SOCIAL RESPONSIBILITY INITIATIVES ON ENVIRONMENTAL SUSTAINABILITY – A STUDY IN SPSR NELLORE DISTRICT

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Abstract

Corporate Social Responsibility is a key concept in the business world mainly in developing countries like India, Bangladesh, China, Ghana and Myanmar. This paper tried to understand the Simhapuri Thermal Power Energy Limited in that it tries to look the Environment development, Health and Medical care, Sustainable development, Infrastructure development, Cultural and Community development, Contribution to central /State Govt. for implementation of welfare activities. It is observed that the strategies to enhancing awareness levels among community, aims to help the people develop their skills and their ability to use their own resources and those of the community to resolve problems. This article provides an overview and analysis of social work's engagement with the modern environmental movement. Major trends and themes in environmental social work scholarship and the significance of interdisciplinarity are discussed. Attention is drawn to the importance of a broad knowledge base and of working in unison with other professions to respond effectively to the many dimensions of climate change and environmental degradation. Responding to the challenges of environmental destruction has opened opportunities for the profession to review its foundational knowledge and obligations to people and environments. The articles in this Special Issue are introduced and include theoretical frameworks, examples, and case studies of what social workers are doing, or might do, in relation to environmental and educational initiatives

I

Introduction

Corporate Social Responsibility is a key concept in the business world mainly in developing countries like India, Bangladesh, China, Ghana, and Myanmar. In India, many companies or industries have modified their policies, activities and are engaged in Corporate Social Responsibility (CSR) especially on environmental care beyond their financial aspects. India is the first country to follow and implementing CSR regulations in the constitution under the "companies' act.2013, Section 135, clause VII. In India, after bifurcation, the state of Andhra Pradesh is in a big financial crisis and the Govt. of Andhra Pradesh appealing to all the companies to adopt villages for the development of communities. This paper shows the concept of Corporate Social Responsibility with particular emphasis on environmental care. This study is aimed to find out the socio-environmental conditions of the rural and urban people, and to study the CSR initiatives on Environmental Sustainability in the SPSR Nellore district and suggest the role of the social worker in enhancing the awareness levels of community people towards CSR initiatives of the companies and suggest the companies to minimize the environmental harmfulness by their solutions. SPSR Nellore District in Andhra Pradesh has a long industrial corridor and at present, 110 large, medium, and small-scale companies are located. Among them, 42 companies are doing CSR activities in SPR Nellore District. Different kinds of literature provide about CSR initiatives towards environmental care.

II

Review of literature

According to Bowen "Corporate Social Responsibility of businessmen refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society". In other words, according

to the Indian companies act 2013, section 135, clause VII every company net worth of 500cr or more or turnover of 1000cr or more or net profit of 5cr or more should spend 2% from their profits which are preceding by 3years of average profits towards corporate social responsibility. Muhammad Abdul Ghani (2015) says in his study CSR input programs significantly influence socio-economic aspects of society if through variable (Intervening) the implementation of an integrated CSR and no real effect if it is not through the implementation of an integrated CSR. Socio-economic impacts have been significantly affected by the Input of R program, with the largest sequence of the program, environmental conservation, infrastructure development, economic development, and social development. Sequence indicator variable integrated CSR implementation: Awareness about environmental conservation, positive perceptions of the plantation, and the growth of mutual trust between the companies with the surrounding communities, Awareness about health and education participation rate. Miguel Arato, Stijn Speelman and Guido Van Huylenbroeck (2016) explained in their study that corporate social responsibility is regarded as a feasible driver for environment CSR strategies could use the identified strategies as a reference when designing strategies, considering of, course, their case and needs. The challenge for the future is to encourage higher participation of firms in the environment, which for some cases would represent investing in groups that are not directly linked to their operations, but interests in the environment and society. Catalina Crisan, Mitra (2015) in their study the way companies perceive and decide to address CSR depends on the company's strategic vision, key values, and organizational culture. Actual economic conditions, determine companies to rationalize not only the consumption of thrown resources but tend to streamline investments, often to the detriment of social and environmental causes. Considering national and local particularities (economic and political conditions, life living cards, poverty level, degree of civilization, etc.) is eminently necessary when setting and implementing g CSR strategy. Respondents know CSR practices enable companies they work for, to reach better notoriety, determining not positive reactions with the in the local community, among employees, but alsconsolelithe dating company's values, beliefs, etc, facilitating the access well-skill dilled employees for designing a positive image through responsible activities. Even if the motivations that determine companies to invest in CSR, underlined three different perspectives on CSR practices, there can be concluded that most of the respondents perceive CSR as being a complex process that impacts main key activities developed having several implications on the company's strategic approach. There is a necessity of clarity in terms of regulations and standards that will smooth the progress of paying attention to CSR actions and establishing organizations with clear roles in guiding and evaluating companies CSR performance. The economic crisis had a major impact on corporation's willingness to use resources in domains that are not directly related to their commercial activity, avoiding making investments in complex CSR activities with long term impact. Sazed Parwez (2014) in his study he argues that Corporate Social Responsibility is the obligation of everyone i.e. business corporations, governments, individuals because of the reasons: money is earned only from the society and therefore it should be given back; thus wealth is meant for use by self and the public; the basic motive behind all kind of trade is to quench the hunger of the mankind; the objective of all business is and must be to help people especially who are living in rural areas. Even though corporates are making serious efforts for the environment, but some critics still are questioning the concept of CSR and the motive behind the company's initiative. Some people claim that CSR underlies some ulterior motives such as profit-making instead of welfare while others consider it otherwise. UN Office of the Special Adviser on Africa, (2004) in their conference paper they raised some issues relating to CSR in the least developed countries on rural areas as there is an urgent need to reverse the decline in international and domestic resources for agriculture and environment and refocus policies of major international financial institutions and LDC Governments in this area. It is important to have domestic policies and capabilities in LDCs take advantage of opportunities provided by foreign direct investments of CSR-inspired businesses, to maximize the diffusion of best practices, skills development, and good corporate practices, thereby influencing the impact that such investment can have on the growth process.

Research gap and Need of the study:

SPSR Nellore district is developing commercially and industrially after the bifurcation of Andhra Pradesh. Many companies are stepping up to take and implementing CSR activities in She PSR Nellore district. The review of the literature reveals that the earlier studies were limited to developed countries. Very few research studies conducted in this area in developing countries and the research on corporate social responsibility on environmental sustainability in the SPSR Nellore district is scarce and innovative. Hence this study helps to identify the type of companies, and companies that are taking initiatives towards CSR activities and identify CSR initiatives towards environmental care and socio-demographic details and perceptions of beneficiaries in the areas of CSR initiatives on environmental sustainability in the SPSR Nellore district.

Objectives of the study:

- ❖ To study the type of companies and companies involved in CSR in initiatives SPSR Nellore district.
- ❖ To identify the company which is involving more in environmental care (highest money spending company on Environmental care) through its CSR initiatives
- ❖ To study the socio-demographic details of people under-identified companies.
- ❖ To study the CSR strategies and implementation process of the company (highest money spending company on Environmental care) in SPSR Nellore District towards environmental care.
- ❖ To find out the satisfaction of the people by CSR environmental care activities of highest money spending company.
- ❖ To identify the role of workers worker and strategies to enhancing awareness levels among community people about environmental care.

Hypothesis:

- ❖ There is a significant impact of CSR initiate actions on the environment. The descriptive research design was used in this study to achieve the objectives.

III

Research Methodology:

The universe for this study is that companies come under SPSR Nellore district for general analysis and Simhapuri Thermal Power Energy Limited by using convenience sample technique and interviewed 60 respondents who come under the purview of Simhapuri Thermal Power Energy Limited. The researchers personally visited the respondents and interviewed them by using a structured interview schedule and used secondary data through the internet and journals. The collected data were pooled and analyzed by using statistical techniques like percentages. The study was conducted in the Nellore district. General information was collected about companies/industries in Nellore district and Simhapuri Thermal Power Energy Limited in particular, which is spending a huge amount on environmental care.

Profile of the (Simhapuri Thermal Power Energy Limited):

The Simhapuri Thermal Power Energy Limited is an Energy Division of Madhucon group is currently developing a 1920 MW coastal based Thermal Power Plant at Thamminapatnam near Krishnapatnam Port, Andhra Pradesh, India, in three Phases (Phase-I 2X150 MW, Phase-II 2X150MW & Phase-). III 2X660 MW For Phase-I (2x 150 MW) of the Plant, the Coal supply has been tied up from Indonesia. 70 % of the Plant capacity has been tied up on loa ng term Power tolling basis with PTC India Ltd. The Balance capacity is planned for sale in the merchant route. Similarly, for Phase-II (2x 150 MW), 50% of the capacity is being tied up with PTC India Ltd. on a Power tolling basis and the balance capacity is being exposed to the short-term market.

The following activities has-been ken up by Simhapuri Energy Limited (SEL understanding to develop the surrounding areas of the plant in a balanced manner while safeguarding the environment and social aspects.

- a) Environment development
- b) Health and Medical care
- c) Sustainable development

- d) Infrastructure development
 e) Cultural and Community development
 f) Contribution to central /State Govt. for implementation of welfare activities.

IV

DATA ANALYSIS

The collected information was analyzed, tabulated; percentages were calculated and discussed in the following tables. Table -1 discuss the type of companies available in the Nellore district of Andhra Pradesh.

Table-1- Companies information in Nellore

S. No.	Nature of companies	No. of Companies	Percentage (%)
1	Power Plants	5	4.54
2	Aqua	37	33.63
3	Sea Foods	7	6.36
4	Chemicals	9	8.18
5	Granite	3	2.72
6	Textile	6	5.45
7	Oil	11	10
8	Steel	10	9.09
9	Sugar	1	0.90
10	Battery	3	2.72
11	Paper Products	2	1.81
12	Dairy	4	3.63
13	Printing	3	2.72
14	Rubber sheets	1	0.90
15	Beverages	1	0.90
16	Leather	2	1.81
17	Automobile	1	0.90
18	Glass	2	1.81
19	Electrical	2	1.81
Total		110	100.00

Table No: 1 showS that out of 110 companies majority of the companies (33.63%) are Aqua based companies, followed by oil (10%), sea foods (6.36%), Steel (9.09%), Textiles (5.45%), and Power plants. (4.54%) and last placed companies are Sugar Rubber sheets, Beverages, and auto mobile (0.90%).

Table-2-No. of Companies Implementing CSR activities in Nellore

S. No.	Nature of companies	No. of Companies	Percentage
1	Power Plants	5	11.90
2	Aqua	15	35.71
3	Chemicals	8	19.04
4	Textile	3	7.14
5	Oil	3	7.14
6	Steel	6	14.28
7	Beverages	1	2.38
8	Leather	1	2.38
Total		42	100%

Table 2 discuss about Companies implementing CSR activities in Nellore. Out of 110 companies 42 companies are doing CSR activities. Among them, 35.71% of Aqua companies are doing CSR activities, followed by chemical companies (19.04%) and steel companies are in third position (14.28%) and Power plants are in fourth position (11.90%), followed by textiles and oil (7.14%) each and beverages and leather (2.38%).

Table-3-No. of Companies doing CSR Activities on Environmental Sustainability

S. No.	Nature of companies	No. of Companies	Percentage
1	Power Plants	5	20.00
2	Aqua	8	32.00
3	Chemicals	3	12.00
4	Textile	2	8.00
5	Oil	2	8.00
6	Steel	3	12.00
7	Beverages	1	4.00
8	Leather	1	4.00

Table 3 discusses about companies which doing CSR activities on Environmental sustainability. Highest number of (32%) Aqua companies are involving in environmentally sustainable activities, followed by power plants (20%), Chemical companies and steel companies (12%) each, Textile and oil companies (8%), and 4 % of Beverage and leather companies are involved in environmentally sustainable activities.

Table No-4 discuss about CSR activities towards Environmental care

S. No.	Nature of the company	Activities taken for Environment care
1	Aqua	Water management, Conservation of Energy, bio-diversity conservation, green building
2.	Power Plants	Green building to promote community plantation and forestry programs
3.	Chemical companies	Waste management. Conservation of Energy, promotion of renewable energy, forestry programs
4	Steel companies	Organize workshops/conferences on Social and Environmental issues such as on carbon emission and climate changes
5	Textile industries	Wastewater management, Bio-diversity conservation
6	Oil companies	Plantation
7	Beverages	Sanitation Cleaning camps
8	Leather	Organize Swatcha Bharat Programme

Table no.4 shows about various activities taken by companies in order of priority. It shows that majority of the companies are doing community plantation, water management, forestry programmes and bio-diversity conservation.

Table-5 Shows about Socio- Demographic details of Beneficiaries

S.No	Demographics	No. Respondents	Percentage (%)
Gender			
1	Male	25	41.7
2	Female	35	58.3
Total		60	100
Education			
1	No Primary Education	30	50
2	Primary	10	16.6
3	Secondary	15	25
4	College	5	8.4
Total		60	100
Religion			
1	Hindu	33	55
2	Muslim	09	15
3	Christian	16	26.67
4	Others	02	3.33
Total		60	100
Occupation			
1	Agri Labour	20	33.3
2	Agriculture	12	20
3	Employees (Daily Wages)	15	25
4	Employees (Monthly wages)	13	21.7
Total		60	100
Income per month			
1	< Rs. 5000	15	25
2	Rs.5000-10000	12	20
3	Rs.10000-15000	13	21.6
4	Rs.15000-20000	10	16.6
5	Rs.20000 <	10	16.6
Total		60	100

Table-5 shows about socio-demographic details of beneficiaries under CSR activities. The results revealed that 58.3per cent of respondents are female and 41.7% are male.50% of respondents having no primary education followed by 25% of respondents studied up to secondary education. Majority (33.3%) of respondents is agriculture labours and 25% of respondents are doing jobs with daily wages. Majority (25%) of respondents' monthly income is less that 5000/- per month followed by 21.6% of respondents are getting income between Rs.10, 000/- to 15,000/-. Majority (55%) of respondents are Hindus followed by 26.67% are Christians.

Table 6 - Opinions on Environmental care

Areas of Environmental care	Opinions of the Respondents					Total
	Very poor	Poor	Satisfactory	Good	Very Good	
Pollution Control	1 (1.6)	4 (6.6)	4 (6.6)	29 (48.3)	22 (36.6)	60 (100)
Solid Waste Management	2 (3.3)	3 (5.0)	5 (8.3)	26 (43.33)	24 (40.0)	60 (100)
Development of	4	6	7	25 (41.66)	18	60

Green Belt	(6.6)	(10.0)	(11.6)		(30.0)	(100)
Energy saving	1 (1.6)	3 (5.0)	6 (10.0)	28 (46.66)	22 (36.66)	60 (100)
Rainwater Harvesting	3 (5.0)	5 (8.33)	8 (13.33)	20 (33.33)	24 (40.0)	60 (100)
Safety and environment initiatives	2 (3.3)	6 (10.0)	7 (11.66)	23 (38.33)	22 (36.66)	60 (100)
Plantation	4 (6.66)	7 (11.66)	9 (15.0)	21 (35.0)	19 (31.66)	60 (100)

Table No-6 shows opinions of the respondents about Environmental care activities of Simhapuri Power Plant Viz., Pollution control activities, Solid waste management, Energy savings activities, Rainwater harvesting, Safety and environmental initiatives and company grown up trees respectively. An overall, the results shows that majority (93.1%) of the respondents are more satisfied about the pollution control activities, 83.33% of the respondents are satisfied about the services relating to Solid waste management programmes of the company ,same percentage (83.33%) of population has positive opinion about the development of green belts by the company, 93.33% of the respondents have positive opinion about the energy saving activities of the company, 86.66% of the respondents felt happy about company activities relating to rain water harvesting and same percentage of the respondents have good opinion about safety and environment initiatives taken by the company, and 81.66% of the respondents were happy about the activity of the company towards grown up trees.

Role of Social Worker in Environmental Care:

- ❖ Social workers are responsible for helping individuals, families, and groups of people to cope with problems they're facing to improve their clients lives
- ❖ Identify the strategies to enhancing awareness levels among community people about environmental care.
- ❖ aims to help the people develop their skills and their ability to use their own resources and those of the community to resolve problems.
- ❖ broad ethical principles are based on social work's core values of service, social justice, dignity and worth of the person, importance of human relationships, integrity, and competence
- ❖ Social workers need to have a strong foundation in the core values of their profession to make decisions about ethical issues with their clients and colleagues
- ❖ To educate the people about water management, conservation of energy, biodiversity, green building to promote community plantation and forestry programs.
- ❖ To organize sanitation and cleaning camps in rural areas.
- ❖ To organize workshops on social and environmental issues such as on carbon emission and climate changes.
- ❖ To organize and educate the rural people about Swatcha Bharat Programme.

Major findings:

- ❖ Among 110 companies' majority of the companies (33.63%) are Aqua based companies.
- ❖ Out of 110 companies only 42 companies are implementing CSR activity.
- ❖ Majority of (32%) Aqua companies are involving in environmentally sustainable CSR activities.
- ❖ Majority of the companies are doing community plantation, water management, forestry programmes and biodiversity conservation.
- ❖ Majority of the respondents are female about 58.3 percent.
- ❖ Majority of the people have no primary education about 50 percent.
- ❖ Majority of the respondents Hindus (55%) followed by Christians (26.67%).
- ❖ Majority of the respondents are from Agriculture Labor (33.3).

- ❖ Majority (25%) of the respondent's monthly income is less than Rs.5000/- per month.
- ❖ Majority of the respondents are more satisfied about the pollution control CSR activities (93.1%), Solid waste management (83.33%), Development of green belt (83.33%), Energy saving (93.33%), Rainwater harvesting (86.66%), Safety and environment initiative (86.66%) and grown-up trees (81.66%) under environmental care.

Conclusion:

Corporate Social Responsibility (CSR) of companies helps the affected people in several ways. In Nellore district, Simhapuri Power Plant implementing various community development activities, which gives more satisfaction to the community people. Many more activities need to be done by the social workers with the support of companies. CSR is a boon in developing neighboring communities, it needs to be extended.

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