Corporate and Women Empowerment in Odisha

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Good governance and women empowerment is inextricably interlinked in a modern democratic society. Women are central to the social and economic aspirations of any nation as they numerically constitute half of the global population. Precisely speaking, the position of women in society is one of the indices of national development in India. Therefore, all national governments, especially India have taken major initiatives to empower women. They have directed their administration as well the ‘corporate citizens’ to facilitate the process of empowerment. The modern neo-liberal state, being an ‘enabler’ in the contemporary market-driven society considers it’s corporate as ‘corporate citizens’. It has allowed it’s corporate, to have accelerated growth on the one hand and on the other, directs them to discharge their developmental responsibilities towards the respective society in which they operate. The state clearly lays down the fact that Corporate Social Responsibility (CSR) agenda covers both the public as well as private sectors. It adopts the approach of making business ‘socially relevant and environmentally sustainable’.

The major areas of CSR activities of corporates operating in India and abroad, largely are livelihood promotion, providing health care, educational development, environmental protection and women empowerment. Especially, the corporate, both in public or private sector are providing support for skill development programmes for the members of the local community. Their major aim is to enhance the capability of the people in the local community and to make them self-reliant.

This paper is an attempt to study the CSR activities of some corporates, both in public and private sector. The study would specifically focus on their social assistance towards empowering women. This study will focus on the CSR activities of two companies—one is Jindal Steel and Power Limited (JSPL), a private enterprise and another is National Aluminium Company Limited (NALCO), a Public Sector Undertaking (PSU) company. Both the companies are located in Odisha, an eastern state of Indian Union.

I

Corporate Social Responsibility:

Towards the later part of 1999, against the backdrop of increasing demands for a more inclusive and sustainable global economy, United Nation's Secretary General Kofi Annan launched UN Global Compact, the first Corporate Social Responsibility (CSR) initiative at global level. These principles focus on labour standards, human rights and environmental protection. While
the Global Compact was welcomed by national
governments, countries became conscious of it in
their corporate governance strategy, only in 2007.

In the era of globalization, a number of
developments such as increasing democratization
of governments, creation of newer social and
economic institutions, rapid growth of volunteerism
in the form of non-profit organizations, increasing
consumer awareness, focus on the need to reduce
poverty and concern for human rights issues
among others have reinforced the need to initiate
public policy initiatives to incorporate corporate
social action and emphasize the concept and
practice of corporate social responsiveness. Thus,
Corporate Social Responsibility (CSR) is the
continuing commitment of business to behave
ethically and contribute to economic development
while improving the quality of life of the workforce
and their families, as well as of the local community
and society at large. In more recent approaches,
CSR is seen as a concept in which companies
voluntarily integrate social and environmental
concerns into their business operations and into
the interaction with their stakeholders. Stakeholders include employees, investors,
shareholders, customers, business partners,
clients, civil society groups, Government and non-
government organisations, local communities,
environment and the society at large.

Today, businesses are concerned with
‘Triple Bottom Line’ that impacts their output.
These triple bottom lines are profit, people and
the planet. Therefore, CSR, as an instrument
of corporate governance has become a global
phenomenon and democratic India is not an
exception to it. CSR has become a part of
governance agenda of the Indian state. The Indian
Parliament has dealt with it in detail desiring to
evolve fair principles of corporate governance.
Under the strategy of corporate social
responsibility corporates are mandated to work
towards educational development, health care
and women empowerment.

**Women’s Empowerment**

Empowerment is a multi-faceted and
multi-dimensional concept. Philosophically, it
means giving or endowing power to somebody.
Its main aim is to make the powerless capable of
making their lives better. It is the process of
increasing the capacity of individuals or groups
to make choices and to transform these choices
into desired actions and outcomes. The concept
of empowerment has been operationalized in the
context of the marginalized groups in the society.
The marginalized groups include women, Dalits
and the poor. Precisely speaking, empowerment
stands for “the expansion of assets and capabilities
of the marginalized people to participate in,
negotiate with, influence control, and hold
accountable institutions that affect their lives”. (World Bank). It emphatically states that, women
have the inherent potential to act as independent
society builders; therefore, empowering women
in social, legal and political spheres becomes
nevertheless necessary to convert a gender-driven
static society into a self-sustainable society.

Hence, once declared as a ‘spent force’
women have seen the elevation of their status in
social, economic and political spheres due to the
efforts of our development measures. In addition
to it, the mandate of the Constitution of the Indian
state is to guarantee to all Indian women equality
of opportunity. Feminist activism in India picked
up momentum during later part of 1970s and has
expedited the process of women’s development.

In 1990s, the Self Help Group model
was adopted to empower women at the grass
root level. Grants from foreign donor agencies
enabled the formation of new women-oriented
NGOs who in association with the State facilitated the emergence of Self-Help Groups in thousands and lakhs in Indian villages. These SHGs and NGOs played a major role in ensuring women’s rights in India. Moreover, the Government of India declared 2001 as the Year of Women’s Empowerment (Swashakti) and launched The National Policy for the Empowerment of Women as a progressive public policy in 2001. The 9th five year plan of the government of India had given due recognition on the importance of the Self Help Group method to implement developmental schemes at the grassroots level.

**Self Help Groups**

A Self-Help Group is an informal association consisting of around 10-20 women belonging to relatively similar economic background, and residing in the same locality. The members of a Self-Help Group generate common fund out of their small savings in the group fund, collected on a regular basis. SHG model is a medium to organize poor people and the marginalized to come together to solve their individual problems. As per the recent microfinance report released by NABARD in March 2012, a total number of 79.6 lakh SHGs with active bank-linkages are operating in India. This has ensured involvement of around 9.7 crore people in the country, with an aggregate bank balance of Rs.6,551 crores. From among them, 90% of SHGs in India consists exclusively of women.

Now one of the proven ways to improve women empowerment in rural India has been the SHG approach. The Indian state has taken initiatives to develop SHGs as administrative mechanisms to expedite the process of development. Formation of SHGs has become a mundane activity undertaken by NGOs and nationalized banks being facilitated by the Government. In rural India, the SHGs being supported by the government are engaged in income-generating activities like processing and packaging the produce, milling of grains etc.

There is provision of financial support in terms of subsidised loans to SHGs for venturing into micro-enterprise activities under various government programmes like Swarnajayanti Grameen Swarojogara Yojana(SGSY), Swarna Jajanti Sahari Rojagar Yojana(SJSRY), Prime Minister’s Employment Generation Programme (PMEGP) and others.

This move has also been welcomed by the corporate as SHGs work as ‘convenient springboard’ for them towards promotion of their products in the untapped areas. Therefore, corporates spend in livelihood promotion of the local population through these SHGs.

**II**

**CSR initiatives in India:**

In India the term ‘Corporate Social Responsibility’ might be new, but the concept is not. It has been there since the earliest times when the religious scriptures prescribed for donating a part of one’s earnings for the benefit of poor and community welfare. The pioneers of Indian industry during the colonial era, were also active in social field rendering service to the poor. Shri Jamshedji Tata, Founder, Tata Group had emphatically mentioned “in a free enterprise, the community is not just another stakeholder in business but is in fact the very purpose of its existence”. After independence, India was grappling with grave socio-economic issues like inequality, regional imbalance, weak industrial base and infrastructural facilities. Hence, the road map for public sector was developed as a step
forward towards self-reliant economic growth. The Industrial policy resolution 1956 classified industries into Schedule A industry funded by the state, the Schedule B industries in the joint sector and the third category was left to the private sector.

However, advent of the era of globalization brought in a New Economic Policy in 1991 which reestablished the social responsibility of the corporate. Gradually, the corporates were persuaded to fulfill their responsibility to their social environment. The Indian Prime Minister, Dr. Manmohan Singh in 2007 said, ‘Corporate Social Responsibility must not be defined by tax planning strategies alone; rather it should be defined within the framework of a corporate philosophy which factors the needs of the community and the regions the corporates exist.’ This has increased the scope for meaningful intervention by corporate India in socio-economic development.

Companies Bill 2012

The Indian Parliament passed a new Companies Bill in 8th August 2013 and it is on the way to get Presidential assent. According to the guidelines issued by the Ministry of Corporate Affairs of India Public Sector Units (PSUs) are required to spend up to 5% of their net profit towards corporate social responsibility. Further, as per the new Companies Bill Private companies that have a turnover of over 10 billion rupees or have a net worth of 5 billion rupees or recorded net profit of 50 million rupees and above are expected to spend 2 per cent of their average net profits in the preceding three financial years towards Corporate Social Responsibility (CSR). This means that for 2500 companies in India reporting on the CSR spending (though spending as such is voluntary) to the Corporate Affairs Ministry would become a compulsory annual exercise. Rough estimates by experts have kept the amount that could be spent annually on CSR activities to be around 100 billion rupees. It is fairly a huge amount for investment in social development if done in a strategic way. Thus CSR would not remain as an act of corporate philanthropy, as has been the case for large number of Indian business houses, but as an area of public welfare.

In order to focus the CSR activities towards core areas of development Schedule VII of the Company’s Bill, 2012 has earmarked the areas. They are as following:

- Eradicate Extreme Hunger & Poverty.
- Promote Education
- Promote Gender Equality & Women Empowerment
- Reduce Child Mortality & improve Maternal Health
- Combat Diseases like HIV, Malaria etc.
- Protect Environment
- Conduct Employment
- Enhancing Vocational Skills.
- Social business projects and companies could also contribute to the Prime Minister’s National Relief Fund or any other fund set up by the Central government or the State governments for socio-economic development and relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, Other Backward Classes, minorities and women.

Public Sector Undertakings (PSUs) and social responsibility:

254 Public Sector Undertakings (PSUs), registered under the Company Act 1956 of India
are regulated by the Department of Public Enterprises (DPE) under the Ministry of Corporate Affairs (MCA). Government initiative to make CSR mandatory for the public sectors in the country began in the year 2009 with the guidelines prepared by the Ministry of Corporate Affairs. This has resulted in active involvement of PSUs and nationalised banks in various areas such as education, healthcare, improving infrastructure, social empowerment, vocational training and environmental protection. On 1st April, 2013, Department of Public Enterprises, in order to make CSR activities more fruitful, has directed the public enterprises to take initiatives in the following major areas:

i) promote organisational integrity and ethical business practices through transparency in disclosure and reporting procedures,

ii) leverage green technologies, processes and standards to produce goods and services that contribute to social and environment sustainability,

iii) contribute to inclusive growth and equitable development in society through capacity building measures, empowerment of the marginalised and underprivileged sections / communities.

iv) promote welfare of employees and labour (casual or contractual), by addressing their concerns of safety, security, professional enrichment and healthy working conditions, whether mandated or otherwise.

To name a few, NABARD which plays a prominent role in empowering women by taking the following initiatives:

- Empowerment of Rural women through micro-credit and micro enterprise programs.
- Joint liability group and Rythu Mitra Sanghas for providing credit access to landless farmers, agricultural workers.

- Natural Resources Management initiatives for sustainable development of poor and the tribal.

- Finance supply chain management in agricultural produce market.

- Creation of special fund like Watershed Development Fund, Tribal Development Fund, Resource Development Fund etc.

- Provision for large-scale employment through initiatives like Cluster Development, Rural Haats, Rural Industrial Programmes, Rural Economic Development Programmes, etc.

Oil and Natural Gas Corporation (ONGC), has contributed towards health care, livelihood generation through self-employment, women empowerment and environment preservation.

Private Sector Company and Social Responsibility:

The privately owned corporates in India have also accepted this public policy of corporate social responsibility. Ministry of Corporate Affairs has issued guidelines for them under which they have to spend a part of their profit towards social development. The recent approach as enunciated in the Companies Bill is that the Government and industry must alter mindsets and arrive at a consensus to bring inclusive growth by participation of the corporate sector. ‘Creative capitalism need to operate with creative regulations.’ Private enterprises are interested to extend cooperation in order to enhance their brand image and to gain competitive advantage. To name a few, Birla Group established a trust for promoting educational research and they also run an academic institution. Tata Power Co Ltd sponsored the Lifeline Express (the world’s first
hospital on rails) to cater for over 500 villages. The train is even equipped with an operating theatre. It has provided free medical check-ups and medicines to villagers in the vicinity of the projects.

Empowering women and encouraging their entrepreneurial spirit was a vital aspect of CSR for business houses like the Tatas, Hindustan Unilever Limited, Vedanta, Hindalco, Jindals and many others. The interventions were mostly carried out in the surrounding areas of the main operational regions, particularly in villages situated closer to the factory location. In the case of Jindal Steel, the CSR activities was concentrated around Hisar (Haryana), Angul and Jajpur (Odisha), Visakhapatnam (Andhra Pradesh), and Gurgaon in the National Capital Region. The direct interventions were carried out either by in-house CSR specialist teams, or by professional CSR teams. Partnerships had also been made with non-profit organizations and specialised agencies in some cases. Some of the companies like Tata Steel, over the last 15 years had supported the formation of more than 500 rural enterprises in agriculture, poultry, livestock and community entrepreneurship.

It has continued to work untiringly towards furthering women empowerment by facilitating the formation of around 200 women SHGs every year, who were encouraged to venture in to income generating activities. Tata Steel also held regular competitions for identifying women leaders who could be role models through its programme ‘Tejaswini’. The Kamalnayan Jamnalal Bajaj Foundation (KJBF) founded by the Bajaj family states its mission is to “empower the rural community for efficient and judicious use of human and natural resources. It is actively involved in sustainable agricultural development in about 200 villages of Wardha district where the farming community has been motivated to adopt integrated farming practices.

Case Studies:

NALCO (National Aluminium Company Limited):

National Aluminium Company Limited (NALCO) was incorporated into Indian economy in 1981 as a public sector enterprise, under Ministry of Mines, Govt.of India. It is Asia’s largest integrated alumina-aluminium complex, comprising bauxite mining, alumina smelting & casting, power generation, rail and port facilities. The company extracts bauxite mine of Panchpatmali hills, manufactures alumina through a chemical plant at Damanjodi, supplying raw material to Aluminium plant at Angul and exporting alumina to other countries. NALCO, a zero-debt company has achieved an enviable track record in productivity and profitability which has brought for itself Navaratna status.

NALCO’s policy on social responsibility:

NALCO’s social responsibility has proved to be multi-dimensional. Its management has fulfilled its internal social responsibilities developing human values such as motivation, morale, co-operation, self actualization of the employees along with employees’ welfare and manpower development through training. Its external social responsibility mainly focuses on protection of environment, creation of social overhead capital, employment generation and peripheral development of the surrounding locality.
## Corporate Social Responsibility (CSR) activities of National Aluminium Company Limited (NALCO)

<table>
<thead>
<tr>
<th>Interventions areas</th>
<th>Initiatives Undertaken</th>
<th>No. of villages covered</th>
<th>No. of individuals benefited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>- Free health checkup</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Appliance distribution camp for physically challenged person</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>- Mobile health unit</td>
<td></td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>- Propagation of safe drinking water</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Creating Malarial awareness and distribution of mosquito net</td>
<td>18</td>
<td>1800 water filter distribution</td>
</tr>
<tr>
<td></td>
<td>- Dug tube well in villages &amp; free water supply, assistance during natural calamities</td>
<td></td>
<td>3600</td>
</tr>
<tr>
<td>Education</td>
<td>- Sponsoring formal education for tribal children in KISS (Kalinga Institute of Social Science), Bhubaneswar</td>
<td>16</td>
<td>450</td>
</tr>
<tr>
<td></td>
<td>- Remedial schools for drop-out children</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Free school uniforms, educational kit &amp; sport kit distribution</td>
<td>16 villages</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Organizing rural sports</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Literary competition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skill enhancement</td>
<td>- Gives ITI training for the youth</td>
<td></td>
<td>23 male &amp; 57 female</td>
</tr>
<tr>
<td></td>
<td>- Backyard poultry training programmes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Livelihood promotion for mushroom</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Free veterinary training                  Free agricultural training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women empowerment</td>
<td>- Through Village Information Centres gives information regarding government programmes</td>
<td></td>
<td>- 1 Gram Panchayat - 10 S.H Groups</td>
</tr>
<tr>
<td></td>
<td>- The renovation of Kanyashram- Self Help Group Formation ensuring bank linkage, seed money, loans and grants etc</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The above given table reveals that major CSR initiatives of NALCO mainly focus on health care, women empowerment, capacity building and environment preservation. NALCO has started allocating 0.5% of its net profit every year for periphery development since 1998-99. This amount has been enhanced to 1% from 2002-03. Out of the total sum: Till 2011-12, NALCO has allocated Rs.157.56 crore under Periphery Development Programmes.

So far as health care is concerned, NALCO has undertaken the following activities. Health camps were organized for health check-up of children, mothers and expectant mothers. 69 persons from four villages (Nandichhod, Gopinathpur, Korada and Kosala) of Utkal-E Coal Block Area attended the camp. NALCO Foundation has taken over the operation of the existing Mobile Health Unit (MHU) for the periphery villages of Damanjodi, from October...
2011. Appliances for Physically-challenged of Gopinathpur, Korada, Kosala and Nandichhod villages were distributed. The representatives of Artificial Limbs Manufacturing Corporation of India (ALIMCO) and Vocational Rehabilitation Centre for Handicapped (VRC), both Govt. of India agencies, participated in the camp.

NALCO has also undertaken vocational training programmes in order to enhance the skills of women and youth of working age group. Training programmes were held with the support of Orissa State Poultry Products Co-operative Marketing Federation Limited (OPOLFED) in the Gopinathpur village. 80 participants (23 male and 57 female) attended the programmes. In the post-training phase, each participant was provided with 20 chicks, free mesh cage, vaccines, chick feed, medicines and veterinary support.

Village Information Centres (VICs) had been established in Nuagaon, Badapadu, Medhamgandhi, Galigabadar & Kartalmaudi villages with the initiatives of NALCO Foundation. Forms related to Government programmes like BPL card, old age/widow/ disability pension schemes, Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), job card, Chief Minister’s Relief Fund, Antyodaya Anna Yojana, Janani Suraksha Yojana etc are available here. All help extended through these centres.

Being facilitated by NALCO Foundation ten SHGs have been started, ensuring bank linkages, seed money, loans and grants, besides access to various schemes in the Nuagaon Gram Panchayat.

Apart from this, NALCO has also established Grain Banks at Nuagaon, Badapadu, Kartalmaudi, Kakipadu and Medamgandhi villages for ensuring food security.

NALCO has also taken keen interest in educational development of the peripheral villages. The renovation of Kanyakshram, a residential school set up by ITDA for 110 girls from 7 nearby villages, is a major step in this direction. Sponsoring formal education of children living in periphery villages 450 children were enlisted from 16 villages for residential education till Class Xth at Kalinga Institute of Social Sciences (KISS), Bhubaneswar (for tribal children only), Koraput Development Foundation (KDF) School, Jeypore and Bikash Vidyalaya, Koraput. Remedial Schools have been established for school drop-out children.

NALCO has also planned to carry out the following important projects.

- Promotion of solar energy in rural households by distributing 1800 solar lanterns (Damanjodi)
- Propagation of safe drinking water by distributing 1800 water filters (Damanjodi)
- Funding Rs. 4.08 Cr for setting up an ITI at Marichamal (Damanjodi)
- Renovation of existing community water structures at Badapadu village (Pottangi)
- Construction of check-dam and repair of canal at Karidiguda (Damanjodi)
- Construction of natural stream-based drinking water system at Khagodara (Damanjodi)

**Jindal Steel and Power Limited (JSPL):**

Jindal Steel and Power Limited (JSPL) is one of India’s major steel producers with a significant presence in sectors like mining, power generation and infrastructure improvement. JSPL operates the largest coal-based sponge iron plant.
in the world. Its plants are located in Chhattisgarh, Jharkhand, Raigarh and Odisha.

JSPL has not lagged behind in discharging its responsibilities towards the community. With the advent of industrial activities by JSPL in Odisha’s Angul district, a turnaround is seen in the social lives of people in the project areas. It was found in an Impact Assessment study of the CSR Activities of JSPL, Angul conducted by NABARD. The activities relating to health, education, infrastructure, creation of livelihood opportunities involving the affected families in creating a new societal atmosphere are quite commendable.

In order to measure the impact of JSPL’s CSR initiatives, the researcher interacted with the primary beneficiaries at all levels including social groups, community institutions like that of the SHGs and PRIs with a special focus on displaced and affected families.

Jindal Steels Ltd. has ceaselessly worked towards providing health care through mobile health units and First Aid centre. It has also worked towards preventive health care by establishing Immunization centres, distributing mosquito nets, arranging pulse polio programmes and sensitizing the public about AIDS through spreading awareness. The Company has made sufficient arrangement to provide safe drinking water to the local population. The most commendable effort is the launching of Kishori Express for sensitizing the adolescent girls regarding primary health care. The programme targets the girls in the surrounding villages.

The Table-1 given below delineates the CSR activities undertaken by Jindal Steel Plant in the area of healthcare.

**TABLE—1**

**Corporate Social Responsibilities (CSR) Activities of Jindal Steel Plant Limited (JSPL)**

**(In the area of Healthcare)**

<table>
<thead>
<tr>
<th>Interventions</th>
<th>Initiatives undertaken</th>
<th>No. of villages covered</th>
<th>No. of individuals benefited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>- First Aid Centre/Health Centres &amp; Immunization Centre</td>
<td>22</td>
<td>7000</td>
</tr>
<tr>
<td></td>
<td>- Mobile Health Units</td>
<td>20</td>
<td>6500</td>
</tr>
<tr>
<td></td>
<td>- Awareness &amp; facilities for HIV&amp;AIDS control</td>
<td>18</td>
<td>3700</td>
</tr>
<tr>
<td></td>
<td>- Medicated mosquito net distribution</td>
<td>3</td>
<td>167</td>
</tr>
<tr>
<td></td>
<td>- Universal pulse polio drive</td>
<td>4 Gram Panchayats</td>
<td>1850</td>
</tr>
<tr>
<td></td>
<td>- Kishori Express</td>
<td>13</td>
<td>4250</td>
</tr>
<tr>
<td></td>
<td>- an adolescent girls awareness program</td>
<td>12</td>
<td>256</td>
</tr>
<tr>
<td></td>
<td>- Handpump boring</td>
<td>6</td>
<td>860</td>
</tr>
<tr>
<td></td>
<td>- Pipe water supply</td>
<td>18</td>
<td>240</td>
</tr>
</tbody>
</table>
TABLE-2

CSR activities of JSPL in the area of educational development

<table>
<thead>
<tr>
<th>Interventions</th>
<th>Initiatives undertaken</th>
<th>No. of villages covered</th>
<th>Number of individuals benefited</th>
</tr>
</thead>
<tbody>
<tr>
<td>-establishing new Schools</td>
<td></td>
<td>12</td>
<td>700</td>
</tr>
<tr>
<td>-Scholarships rewards and incentives to meritorious students</td>
<td></td>
<td>18</td>
<td>500</td>
</tr>
<tr>
<td>-Renovation of periphery schools</td>
<td></td>
<td>14</td>
<td>2100</td>
</tr>
<tr>
<td>-Life skill education through imparting Yoga practices &amp; spiritual awareness &amp; moral education through Art of Living</td>
<td></td>
<td>18</td>
<td>3000 students</td>
</tr>
<tr>
<td>-Vocational education for skill building &amp; short term technical training for the youth</td>
<td></td>
<td>18</td>
<td>339</td>
</tr>
</tbody>
</table>

Table-2 reveals the initiatives taken by JSPL in promoting education. It has contributed towards infrastructure development as well as trainings in Yoga and Art of Living in order to enhance the spiritual development of school-going children. It has assisted the Government in a sporadic way without having any systematic policy guidelines.

TABLE-3

Corporate Social Responsibility activities undertaken by JSPL with regard to women empowerment and capacity building

<table>
<thead>
<tr>
<th>Interventions</th>
<th>Initiatives undertaken</th>
<th>No. of villages undertaken</th>
<th>No. of beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity building</td>
<td>-ITI/Anmol kiran For modular course</td>
<td>18</td>
<td>731</td>
</tr>
<tr>
<td></td>
<td>-Farmer’s promotion under</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-Maize cultivation &amp; organic</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>vegetable farming-Freshwater prawn</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>cultivation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-livestock treatment &amp; care</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-Vegetable farming</td>
<td>20</td>
<td>3657</td>
</tr>
<tr>
<td></td>
<td>-Initiation for</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-Vermin-composting unit</td>
<td>-</td>
<td>12 from one village</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>12 from one village</td>
</tr>
</tbody>
</table>
The above table indicates that CSR initiatives at JSPL, Angul are conceptualised around a holistic development strategy with a long-term and unwavering perspective. The basic thrust of this strategy is to bring about an integrated socio-economic transformation, addressing different sections of community in terms of caste, creed, age, gender and occupation. The focus is on promoting quality of life in terms of health, education and sustainable livelihood initiatives.

JSPL followed a three-broad approach to generate sustainable livelihood options of women through farm sector, non-farm sector, services and ancillary sector. JSPL has used Self Help Groups as mediums for imparting training for skill development. It seems so far as women empowerment is concerned JSPL has approached the issue strategically.

**Concluding observations:**

Observing two case studies in detail we are to conclude that last 20 years have seen a massive growth of corporate power in India, a force that is largely driven by the unrestrained search for profit. In a publication survey conducted by Partners in Change, a NGO, on corporate involvement in social development in India in 2000 based on a study of 600 companies (PSUs, MNCs & private Indian companies) it was found that 78% of the companies had no policy on CSR, only 11% had a written policy while 8% had an unwritten policy.* The major contribution of these companies were seen in terms of assistance in education, medical help, donating money, increase employment, helping the downtrodden, plantation/environment/pollution control etc. However, India’s democratic system offers ways of resisting the new biases that may emanate from the pressure of business firms. Thus, Indian state has compelled them to discharge their social responsibilities. It has intertwined creative capitalism with creative regulations.

The given study reveals that all the companies whether funded by the state or non-state personalities are emphasizing CSR route to
economic development. Their approach is ‘inclusive’ in the sense that they have addressed the needs of various stakeholders.

However, one of the limitations of their approaches is that there is lack of clarity in their model of Corporate Social Responsibility as there is inadequate focus on the agenda of corporate social responsibility. The net result is that regardless of efforts, results thereof are invisible with regard to the targeted population.

The CSR initiative particularly with respect to rural employment through SHG formation have been made by many corporates. The emphasis on SHG development and related activities is lower in the case of businesses engaged in IT and telecommunications. Banking sector is intensely involved in extending credit to clients belonging to SHGs. Banks like ICICI through its foundation was also operating training centre for skill and competency development.

Corporate social responsibility has become an increasingly significant phenomenon in today’s business world. Corporates in both Public and private sector are aware of it. It provides them with a convenient medium to uphold their brand image. The Indian state is not averse to it as it serves her purpose of socio-economic development. Such legislative and institutional changes can make a big difference if it is not sold out as ‘handouts’ to the corporate lobbies.* We have to turn the corner and face the future. The pace of social and economic development would test the effectiveness of our public policy and the wisdom of our Parliament.

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