

An initiative by companies towards corporate social responsibility: With special reference to oil India limited

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Abstract

In present scenario for academics, practitioners and entrepreneurs Corporate Social Responsibility (CSR) is a developing area of interest in terms of theory and practice both. Corporate Social Responsibility is an approach whereby companies accommodate in their business policy and operations and in their communication with shareholders on a voluntary basis the social, environmental and health concerns. The economic, legal, ethical, and discretionary expectations are comprehended by the social responsibility of business which at a given point of time society acquires from organization. Due to globalization as the world is contracting in a large number of sectors the concept of Corporate Social Responsibility has received an undoubtedly high degree of scope and relevance. The theory and practices of this concept of social responsibility are flourishing by many academicians and practitioners. An attempt is made in this study to understand the concept of Corporate Social Responsibility and to get an insight in Corporate Social Responsibility practices in the light of Oil India Limited (OIL). On the agenda of global business the concept of corporate social responsibility is now firmly grounded. The strategic CSR initiatives of OIL have been appreciated by the stakeholders which have in its own way enhanced Brand Image of OIL. Corporate Social Responsibility for OIL is not just a duty but it is the unique way of their working and living.

Keywords: Corporate Social Responsibility, CSR, Oil India Limited, OIL, Initiative, Company

1. Introduction

A move towards creating more inclusive businesses is succeeded by a new and emerging strategic issue on the Corporate Social Responsibility. To expand market access many companies are searching for better progressing of approaches of inclusive business as part of their strategy of the business which also adjoins investment strategy of community and alleviation of poverty. When in new markets, the market opportunities can bring by such approaches then there are also probabilities to 'create value of share' by product, services and business innovations where a critical role is played by Corporate Social Responsibility. Correspondingly, there is an emerging interest among managers especially and executives at multi-national, multi-divisional companies about Corporate Social Responsibility. The corporate leaders are vigilant of the fact that Corporate Social Responsibility is demanded by business norms and standards, regulatory frameworks, and shareholder which can differ considerably across nations, regions and business lines. They are also awake about constant pressure from employees, suppliers, community groups, NGOs, and government on their divisional managers to increase their involvement in Corporate Social Responsibility. Many companies consider that corporate social responsibility for their business is an inessential issue and for their business consumer satisfaction is more important. They assume that now consumer satisfaction is only about price and service but they fail to identify the important changes which are taking place in all over the world that can flourish the business. The change is regarded as social responsibility which is an opportunity for the business.

The expectations of society of a business are affected by the civil rights movement, consumerism, and environmentalism in the 1960s and 1970s. According to the general idea those

which have the great responsibility with great power in business world are more enthusiastic in desisting the causes which create the problems for society and starting to engage in solving these problems of society. To equal employment opportunity, product safety, worker safety, and the environment many legal instructions were placed on business. The wealth that one can originate and retain is to be held in a trust for our many shareholders. With concern to Corporate Social Responsibility it means for the benefit of the society spending a part of profits beyond business. Additionally, society starts hoping from business to willingly participate in solving the problems of the business whether they had caused the problem or not. It means that the corporations should understand their economic and legal responsibilities and accept their responsibilities towards the society's betterment. Today in much of the world this view of corporate social responsibility is the universal view. Corporate Social Responsibility and Business Ethics are related to each other but not identical. The following figure shows the model of CSR:-

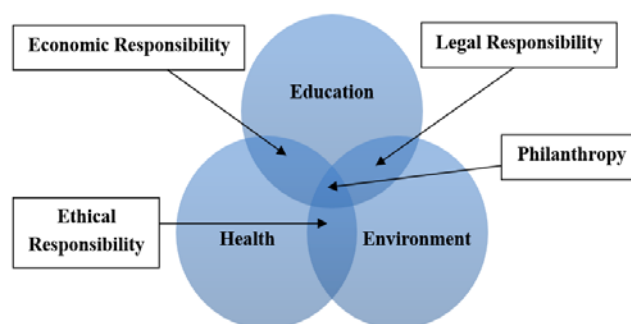


Fig 1: Model of Corporate Social Responsibility

The economic, legal, ethical, and discretionary responsibilities of organizations are encompassed by the corporate social responsibility, on the other hand the focus on the moral judgments and behavior of individuals and groups within organizations is made by the business ethics. The multi-faceted nature of social responsibility is expressed by the four-part definition of CSR of Carroll and Bocholt which is shown in above figure 1 also. The economic responsibilities which are pointed out in the definition refer to the expectation of the society that organization will generate goods and services which are needed and desired by consumers and sell those at a reasonable price. Organizations are supposed to be efficient, profitable and to keep the interests of shareholder in mind. The legal responsibilities describe the expectations that organizations will obey the laws which are set down by the society to administer the competition in the market place. Organizations acquire thousands of legal responsibilities which are controlling almost every aspect of their operations, including consumer and product laws, environmental laws, and employment laws. The ethical responsibilities relates to the expectations of society which go beyond the law, like the expectation that the organization will administer their affairs in a fair and just way. It means that organizations have expectations to do more than just adapting the law, but also make efforts which are proactive to forecast and meet the norms of society though those norms are not enacted in law formally. Finally, the discretionary responsibilities means to the expectations of the society that organizations be good citizen which may involve such things as benevolent support of programs assisting a community or the nation.

2. Review of Literature

Carroll and Shabana (2010) ^[1], explored the 'business case' for corporate social responsibility and to review some of the concepts, research and practice that have come to characterize this developing idea. It was concluded that the business case for CSR is being made by documenting and illustrating that CSR has a positive economic impact on firm financial performance and the broad view of the business case, however, brings attention to the details of the relationship between CSR and firm financial performance.

Gautam and Singh (2010) ^[2], Conducted a study to explore the concept of corporate social responsibility and examined how India's top 500 companies view, and conduct their CSR, identifies key CSR practices and maps these against Global Reporting Initiative standards. The study was cross-sectional and exploratory in nature. The secondary data was collected and content analysis technique was used to assess CSR practices of companies operating in India. It was revealed that CSR is now presented as a comprehensive business strategy, arising mainly from performance considerations and stakeholder pressure and also suggested that business and CSR strategy appear to be on a convergent path, towards business and CSR integration across the company.

Lungu *et al.* (2011) ^[3], assessed the relationship between reporting companies' characteristics and the importance assigned to social and environmental disclosure, using statistical correlations. Content analysis was used in the study on the extent of sustainability reports of the largest 50 companies classified by Global Fortune in 2009. It was exhibited that the size characteristics measured by assets and revenues cannot be correlated to the extent of Corporate Social

Responsibility reports published by companies, but there is a significant negative correlation between change in revenues and return on equity and social and environmental disclosure for the sampled companies.

Kaur and Aggarwal (2012) ^[4], Studied the corporate social responsibility initiatives of Coca-Cola in India. The study analyzed the various paradox that are surrounding the beverage giant and its response to the brickbats and bouquets that will be useful for the knowledge society to understand and react and also details the activities taken up by Coca-Cola India's management and employees to contribute to the society and community in which the company operates. It was concluded that The Coca Cola focuses on the environment issues. They have taken several steps i.e. Abhyaasa Project, Green washing etc. in its efforts to perform their responsibility towards society and they are successful in their effort.

Srivastava *et al.* (2012) ^[5], in a study made an attempt to develop an understanding about the corporate social responsibility (CSR), delving into its concept and finding out its scope taking the case study of the TATA Group. Exhaustive literature survey regarding the topic and related concepts has been done and secondary data was used for the purpose of the study. It was found that social involvement of business would enhance a harmonious and healthy relationship between the society and business seeking mutual benefit for the both and TATA Group is fulfilling its duty and responsibility towards the society and the nation.

Torres *et al.* (2012) ^[6], made a comparison in between Apple, Coca-Cola and Walmart and Canon by studying a CSR conflict that each one of the multinationals faced and that became, to a certain extent, a turning point for the CSR policies of these multinationals and also analyzed, how the company resolved the conflict and whether the company implemented specific CSR policies with measurable targets as a response to the conflict. From the case studies of Apple, Coca-Cola and Walmart illustrated that the multinationals have adopted changes in their CSR and reporting policies after the conflicts occurred and In order to uphold sustainability standards it is important for companies to be transparent and companies like Canon need to be closely monitored as well.

3. Objectives of the Study

- To understand the concept of Corporate Social Responsibility.
- To getting an insight in Corporate Social Responsibility practices in the light of Oil India Limited.

4. Research Methodology

For any study there must be data for analysis purpose. It can be collected from various sources. The present study is descriptive in nature. Literature review has been explored and available secondary data from various sources has been used to develop this study. The secondary data inclusive of quantitative and qualitative data as well collected from various sources like books, research papers, newspapers, magazines, and official website of OIL is used for the purpose of study.

5. Drivers of Corporate Social Responsibility

- The shrinking role of government: In the past, to deliver social and environmental objectives in the business sector governments have depended on legislation and regulation. The exploration of voluntary and non-regulatory

initiatives has governed by the contraction of the government resources, coupled with a distrust of regulations.

- Demands for Greater Disclosure: There is an emerging demand from stakeholders, including customers, suppliers, employees, communities, investors, and activist organizations for corporate disclosure.
- Increased Consumer Interest: There is indication that there is an increasing effect on the purchasing decisions of consumers which is enforcing by the ethical conduct of companies. Many corporate consumers start realizing on companies due to social reporting practices.
- Growing pressure from investors: The investors are altering the way by which they determine the performance of company and are making decisions which are based on criteria that include ethical concerns.
- Build up good image for the company: Corporate social responsibility build an image in the minds of shareholders and users of the information that a corporate being aware about its responsibility towards the society and working for it which helps them in making the good image regarding the corporate.
- Help in getting the financial support: Apart from obtaining the above benefits a corporate can get a good financial support because of its continuous social reporting since many finance leading companies analyze the authenticity of corporate by their behavior apart from their activity of business.

6. Status of Corporate Social Responsibility in India

In the field of corporate social responsibility India has been a pioneer. J.R.D Tata who has been involved in organizing the first social audit in India and perhaps in the world once remarked: "While profit motive no doubt provides main spark for any economic activity, any enterprise which is not motivated by consideration of urgent services to the community becomes outmoded soon & cannot fulfill its real role in modern society". In India along with Tata Group Other companies which have adopted and followed corporate social responsibility are BHEL, SAIL, ITC, Wipro, Bajaj Auto Ltd., L&T, Sriram investments, Otis Elevator Co. India, ACC, Asian Paints, Brook Bond, Colgate Palmolive, Escorts and Oil India Limited etc. The initiatives which involved the contribution by these companies towards corporate social responsibility are starting social trusts, anti-pollution measures, adopting villages, family planning clinics, Training Unemployed youth, & community development activities, etc. Further on voluntary basis they conduct social audits which provide medical, recreational facilities, sports development, undertake consumer education campaigns, avoiding unethical & deceptive advertising & so on.

7. Profile of the Company (OIL)

The story of Oil India Limited (OIL) is the symbol of development and growth in the Indian petroleum industry. OIL has come far, from the discovery of crude oil in the far east of India at Digboi, Assam in 1889 to its current status as a fully integrated upstream petroleum company by crossing many mile stones.

On February 18, 1959, Oil India Limited was incorporated in the Indian North East to expand and develop the newly discovered oil fields of Naharkatiya and Moran. Between the

Indian government and Burmah Oil Company Limited UK, it became a joint venture company in 1961.

In 1981, OIL became a wholly owned Government of India enterprise. Presently, in the business of exploration, development and production of crude oil and natural gases, transportation of crude oil and production of LPG, OIL is a premier Indian National Oil Company. Various E&P related services are provided by OIL and in Numaligarh Refinery Limited it holds 26% equity.

The company has authorized share capital of Rs. 2,000 crores. The company has Rs. 601.14 crores of issued, subscribed and paid share capital. Presently, the promoter of the company i.e. Govt. of India is holding 67.64% of the total issued and paid-up capital of the company. The public and others including Bodies Corporate, Mutual Funds, Banks, FIIs, and Resident Individuals etc. held the balance 32.36% of the equity capital. For its exploration and production activities OIL has over 1Lakh sq Km of PEL/ML areas, most of it in the Indian North East which accounts for its entire crude oil production and majority of gas production. The other producing area of OIL is Rajasthan which is contributing 10% of its total gas production. Additionally, the activities of exploration of OIL are spread over onshore area of Ganga Valley and Mahanadi. In NELP exploration blocks in Mahanadi offshore, Mumbai Deepwater, Krishna Godavari Deepwater, etc. as well as various overseas projects in Libya, Gabon, USA, Nigeria and Sudan OIL has also participating.

According to a recent survey of CRISIL-India Today, OIL was adjusted as one of the 5 best major PSUs and one of the three best energy sector PSUs in the country.

8. Vision of the Company (OIL)

Core Purpose

"The fastest growing energy company with a global presence providing value to the stakeholders."

OIL's Vision

- OIL India with highest profitability is the fastest developing Energy Company.
- OIL India at competitive prices with quality products and services delights the customers.
- OIL India with its practices is a learning organization, nurturing initiatives, innovations and aspirations.
- OIL India is fully committed to safety, health and environment.
- OIL in its areas of operations is a responsible corporate citizen deeply committed to socio-economic developments.

9. Corporate Social Responsibility- The OIL India Way

9.1 OIL's Guiding Philosophies of a Good Corporate Citizen

Every business has a responsibility to its stakeholders beyond its basic responsibility; a responsibility to a wider constituency which involves its key stakeholders including employees, suppliers, customers, government, NGOs, environmental groups, special internet groups- the people of the communities in which it operates. It is the social responsibility of the business which comprises the expectations of economic, legal, ethical and discretionary that the society has of organizations at a given point of time. Since the inception of OIL, keeping in view the good for society it has involved itself directly with

local communities, identifying their basic needs, integrating their needs with business goals and strategic intent.

Oil India Limited ensures for the co-ordination of operational policies with corporate and social responsibilities. All the decisions of the management are taken in pursuance of the overall development of the society vis-à-vis the profits to be made by the company. The internal authorities as well as outside are reported by the company with much evidence of being a company which as per the government operates keeping in mind all safety measures and environmental consciousness.

A top priority to both Corporate Responsibility and Social Responsibility has always been given by the company as a responsible Corporate Citizen.

In Oil India Limited the idea of collective rural development was first initiated in 1962, presently towards society's welfare it has reached many milestones with the passage of time in terms of its widening the areas of operation the company has undergone several changes which has widened the scope promoting good practices in corporate citizenship and sustainable development. OIL has been aiming towards continuously the all-round development of the communities amongst whom it operates by enhancing the rural development network in its operational areas catering to more than 1,000 villages in Assam and Arunachal Pradesh alone. Currently, the national and global recognition which is as its strategy of identifying and blending with the local and unique developmental needs of several ethnic groups which involves conditions of human as well as issues of environment have been achieved by the CSR activities of the company.

By doing studies on need assessment and surveys of baseline of the targeted areas Oil India Limited has taken the CSR initiatives. To maximize the benefits OIL conducts formative researches, social audits, evaluation and impact assessment of the ongoing activities at regular intervals. Further, OIL admits that the company must be in a regular process for innovating newer style for ushering in a better society.

9.2 OIL as a Peoples' Company

For the development of the local communities of OIL's operational areas OIL is deeply engaged which has been ingrained in the vision statement of the CSR followed by the company for operating the different developmental activities.

9.3 OIL's CSR Vision Statement

- OIL as a Responsible Corporate Citizen deeply engaged to the development of socio-economic in its areas of operation.
- OIL operates in the environment of legal, ethical and economic as a Responsible Corporate Citizen towards the society, to contribute to development of sustainable socio-economic in its areas of operation for the community, employees and their families, shareholders, customers, suppliers and other stakeholders in ways that build up the value for both the business and society. The broad objectives of the OIL's CSR initiatives are as under:-
- To provide base for decision-making and executive of CSR initiatives.
- To help OIL remain focused in its vision of CSR.
- To bring development of tangible socio-economic in the OIL's operational area.

- To improve community wellbeing through discretionary practices of business and contributions of corporate resources.

9.4 OIL's SCR Mission

To promote the awareness and practice of Good Corporate Citizenship, by becoming an integral part of a societal process where people have access to resources to make informed choices and decisions towards a more humane and compassionate society.

9.5 OIL's CSR Strategy

The CSR strategy of OIL is to mobilize business's core competencies and resources, support of public organizations within the framework of institutions of government and to facilitate their working in partnership on projects which benefit marginal and disadvantaged community.

The another CSR strategy of the company is to work in close co-operation with the institutions of government and also to formulate and translate the hopes and aspirations into reality of target group to provide the professional inputs to target group in a manner which benefits both the business as well as marginalized and disadvantaged communities.

The CSR strategy of the company also considers the empowerment of the beneficiaries to prioritize their own developmental needs, so that the different schemes of welfare are in tune with the genuine people's need and implemented in a transparent manner.

9.6 Transforming Lives through Innovative Ways

Oil India Limited fulfills its responsibility towards humanity and the nation as social welfare. Oil India Limited in this regard starts many programs of education, health, sports, cultural and infrastructural development. Over the years OIL has taken up many need based sustainable social activities and visible projects impacting the larger society with a view to contribute towards inclusive green growth of the society and the industry. Further, OIL admits that the company must be in a regular process for innovating newer style for ushering in a better society.

There are some visible CSR projects which are taken up by OIL in the interest of the local communities are defined as following:-

10. Health

A number of projects have been taken by the OIL to improve the health of its stakeholders. The one of the most significant community welfare project of the company is "Project OIL Sparsha" which is the Mobile Dispensary services of OIL. In various interior villages of OIL's operational areas of Upper Assam and Arunachal Pradesh, where accessibility of primary healthcare is a challenge the project Sparsha annually has been conducting around 800 camps screening more than 1,50,000 patients. The company also aims to scale down the Infant Mortality Rate (IMR) and Maternal Mortality Rate (MMR) in its area of operation in 20 identified villages of Tinsukia and Dibrugarh districts of Upper Assam under the "Project OIL Arogya" where by a large no. of tea tribes IMR and MMR was found to be prevalent primarily inhabited. These projects are helpful in the mass awareness among people. Though, Information, Education and Communication and informal groups of various stakeholders called SAATHIYA Clubs,

training of Community Health Workers, pre-natal and post-natal health checkup camps, adoption of 2 nos. of Girls' School covering around 900 students from classes VIII to XII thereby benefitting 20 villages covering 7000 households and 20,000 persons. Oil India Limited became the first Indian PSU under the project OIL Arogya to partner the "Global Fund" in the fight against HIV/AIDS, Tuberculosis & Malaria in OIL's operational areas of Assam, Arunachal Pradesh, Mizoram, Andhra Pradesh and Rajasthan in India for a period of five years.

11. Sustainable Livelihood

"Oil India Rural Development Society" (OIRDS) which was started in 1984 envisions equipping the rural societies with the advancement of technology which would help further in integrating the less developed communities with the advanced mainstream. Under the aegis of OIL India OIRDS is engaged in two core areas such as the "Agriculture Project & the Handicraft Training and Production Centre (HTPC)". Since 1991, OIRDS has adopted more than 102 villages under various Pathar Paricholana Samity, Krishi Got and Co-operative Society covering more than 15202 farm families. Under HTPC, OIL has provided nine-month stipendiary training with post training assistance to more than 800 girls from OIL's operational areas in weaving, cutting, knitting, embroidery and tailoring. "OIL Rupantar" which is an ambitious project had started by OIL in September 2003 to assist Self Help Groups with a main focus for the development of Agro based industries like bamboo cultivation, floriculture, fishery, sericulture, organic farming, etc and other allied activities like duck farming, pig rearing, goat farming, dairy farming, handloom, small business, etc. along with a Computer Centre thereby helping the unemployed youths to find alternate employment. Since 2008, OIL has formed 2150 SHGs/JLGs to which the company has extended 50% subsidy, training, financial and other material inputs. Under "Project OIL Kamdhenu", OIL aims at replicating Gujarat's Amul story of cooperative dairy farming in the company's operational areas of Upper Assam resulting in 'White Revolution' and economic empowerment of the rural communities.

12. Education

OIL has also take initiative as CSR in the education sector also. The projects like "OIL Awards & Merit Scholarships" and "OIL Shikshya Ratna Puraskar" in education sector has been recognizing the achievements of meritorious students and teachers. More than 12,000 students have awarded by the OIL as Merit Scholarship since 1977 and prestigious awards were given to the 11 teachers since 2013. OIL has also started projects like "OIL Dikhya" has been imparting computer education and adult literacy in the rural schools and villages of OIL's operational areas with its innovative concept of computer bus, mobile library, value added sessions, teacher training, distribution of K-Yan (a multimedia community computer), Life Skills, etc. Since 2012-13, more than 12,265 students of computer classes and more than 2700 adults under adult literacy are benefitted. In 2010, OIL has started "Project OIL Super 30" under which students from the backward sections of the society hailing from Assam & Arunachal Pradesh are imparted free residential coaching in preparing for the JEE Mains, Advance & other Engineering entrance examinations and till date more than 200 students are being

placed in various reputed institutions. OIL established the "OIL Nursing School" in 1991 in Oil India Hospital Duliajan which conducts 3 years General Nursing Midwifery (GNM) training courses which is recognized by the Directorate of Medical Education, Government of Assam. From modest background more than 200 girls have successfully passed out from the institute and are gainfully employed in various health institutions across the State of Assam.

OIL have started "Project OIL Swabalamban" which provides placement linked skill training and capacity building to unemployed youths from OIL's operational areas in Upper Assam and Rajasthan. Under this project since 2013, 5,354 nos. of candidates were trained in varied sectors and 3,871 youths were placed in various industries across the country.

OIL is also supporting games as initiative of CSR. To promote games and sports among the youth and school students with prime focus on promotion of athletics OIL conducts "Rural Sports" in the operational villages of OIL. Apart from this, OIL has gave financial and other material assistance to several schools, colleges & sports organizations for development of playground and for hosting several state, district and national level sporting events benefitting large number of youth.

A "Project OIL Sakshyam" has also started by OIL in which the company has ventured into the noblest areas of welfare under CSR by extending need based support in the form of infrastructure development, recurring cost, and facilities of transportation to the physically challenged students of Mrinaljyoti Rehabilitation Centre and Moran Blind School amongst many others.

To conserve environment and protection of wild life OIL has also taken up the initiative as CSR initiative. In January 2014, "Hoolock Gibbon and Rainforest Biodiversity Conservation project" was started by OIL which is a step towards long term commitment of OIL for the steadfast protection of the rich rainforests in and around its' operational areas in Assam and Arunachal Pradesh, which in turn ensures the future conservation of the Hoolock Gibbon and many such endangered species in their natural habitats. In Upper Assam eco-tourism has been promoting by OIL by providing assistance in the form of installing a solar driven power plant, eco-boats, battery run vehicles, etc., to "Sasoni Merbeel Eco Tourism Project", a community eco-tourism project.

To bring about all round development of the region a heavy investment has been made by the company in developing the infrastructure of rural areas. To facilitate and improve basic communication the company has built over 1500 kilometers of roads and over a two hundred odd bridges over the years. OIL has also assisted in Rural Electrification and Anti Erosion & Flood Control Measures, has constructed many Public Stages, Auditoriums, Libraries, Lecture Halls, Computer Centres, roadside waiting sheds, upgraded & developed rural & specialty hospitals, rural schools & institutes of higher development in various OIL operational districts of North East India. So, the strategic CSR initiatives of OIL have appreciated by the stakeholders which have in its own way enhanced Brand Image of OIL. An emphasis has always laid by OIL on how the community can be helped by OIL in its own humble way. The all-round development of the communities is the only thing which is expected by the OIL in return. In the process of development OIL always wants to play the catalyst's role and yes, a sense of legitimate pride prevails in having being able to make some difference in the lives of the people in and around

its operational areas. For OIL, a bright smile in the lives of the people which it touches is the greatest reward and OIL promises to remain a Company with a human face.

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13. Conclusion

From the above discussion it is concluded that on the agenda of global business the concept of corporate social responsibility is now firmly grounded. In general some responsibility owe by every business towards the society, nation and world which provide it with all human, material and natural resources. To bring and sustain a balance between corporate world and society, present generation and upcoming generation, man and nature following the norms of corporate social responsibility, devising new policies and effective implementation is essential for long run growth and sustainable development. According to Indian Institute of Corporate Affairs, in order to comply with the provisions of the Companies Act, 2013 a minimum of 6,000 Indian companies will be required to undertake corporate social responsibility projects. As far as OIL is concerned, in fulfilling its duty and responsibility towards the society and the nation it has gone a long way. Corporate Social Responsibility for OIL is not just a duty but it is the unique way of their working and living. A harmonious and healthy relationship between the society and business would enhance by the social involvement which help in seeking mutual benefit for the both.

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