

Analysing Corporate Social Responsibility: A Case Study of JSW Steel Limited

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Abstract: The Corporate Social Responsibility is the commitment of the corporate for the equitable growth & sustainable development of the society. CSR is a sustainable process which helps balance the three levels of sustainable development- financial growth, Environmental protection and Social development. In particular it aims to involve all stakeholders in the process. It measures social and environmental performance in order to achieve improvement as well as to report accurately on what has been done. Nowadays, the concept of CSR is spreading very expeditiously in Indian companies. JSW Steel Ltd. is an Indian Steel manufacturing company established in 1982 by JSW Group. JSW Steel Ltd. in India's second largest private sector steel company. JSW companies have been actively involved in various social activities. The thrust areas, where community investments are prioritised, are chosen in engagement with the local community and beneficiaries. JSW Steel has a dedicated CSR team of development professionals at each of its plant locations. It also brings on board the expert organisations and individuals to help run specific initiatives in and around the plants. The Company is also working with the Government to tackle the issue of malnutrition in the states of Maharashtra and Karnataka. In the light of this background, the objective of the study is to analyse the CSR activities performed by JSW Steel Ltd. from 2011-08 to 2016-17. This study deals with the areas in which the CSR activities have been done by JSW Steel Ltd. The areas of CSR activities include education, health, livelihood, environment, sports, women empowerment, infrastructure development and art, culture & heritage are taken as a base to undertake the study.

Keywords: Corporate Social Responsibility, Corporate Sustainability, JSW Steel Ltd.

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I. INTRODUCTION

Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship, social performance, or sustainable responsible business/ Responsible Business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. In some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.

Corporate Social Responsibility (CSR) is influenced by globalisation, particularly through the emergence of a boundary-less environment. Companies are under pressure by stakeholders for the implementation of Corporate Social Responsibility (CSR) activities. The main aim of CSR is to increase their competitive advantage with external and internal stakeholders. The stakeholders contribute to various activities of organisation, and they affect or are affected by the organisation's actions. Being a responsible organisation, every business organisation should meet the needs of their stakeholders.

Corporate Social Responsibility (CSR) is becoming an important activity to business globally. In India, large number of companies are spending amount on CSR activities. One of these companies, JSW Group is among the best companies in India.

JSW Steel Ltd. is one of the leading the lowest cost steel producers in India, established in 1982 at vasind near Mumbai. He was only the father of JSW Group, Shri O.P. Jindal. He began his career as a farmer in a village Nalwa in Haryana. It was his hard work, which saw, the Jindal Group rise to become the fourth largest industrial house in the country. The history of JSW Steel Ltd. arises from a plant established in 1982. Soon after, it acquired Piramal Steel Ltd., renamed it as Jindal Iron and Steel Co. Ltd. (JISCO). Jindal Vijaynager Steel Ltd. (JVSL) was established in 1994. In 2005, JISCO and JVSL merged in from JSW Steel Ltd. JSW is fundamentally committed to sustainable business and the 9 principles of National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGs) it has been pursuing in spirit while at JSW Steel Limited reporting on GRI framework assured by third party independently (since FY 2005) on International Standards for Assurance Engagements (ISAE) 3000. The policies in the context of these principles are Board approved and a Committee of Board comprising 3 Independent and 3 Executive Directors is overseeing the same, quarterly. CSO structure implements the sustainability oversight reporting.

For FY 2014-15 the Company adopted a theme Janam Se Janani Tak - JSW Aap Ke Saath, a long-term commitment to meet the needs, thereby empowering women and children living in the direct impact zone and beyond at all manufacturing sites. A case in point is Vijayanagar where 358 institutional deliveries were undertaken, catalysing the creation of self-help groups (SHGs) benefitting nearly 550 women, and providing quality education to more than 3,500 children

Introduction on Corex Technology

JSW Steel is the first Indian Company to use the Corex technology to produce hot metal. Corex is a smelting-reduction process developed for cost-efficient and environmentally friendly production of hot metal from iron ore and low grade coal. The process differs from the conventional blast furnace route in that

low grade coal can be directly used for ore reduction and melting work, eliminating the need for coke making unit.

The company took a chance to implement this technology at their new plant in Toranagallu, Karnataka. Today, it is recognised as the first green-field project in India to use Corex technology to produce steel.

This scientific move ensures that the operations at the Toranagallu plant have no adverse effects on the biodiversity and wildlife, as confirmed by a Government committee.

II. ZERO LIQUID DISCHARGE FACILITIES IN INDIA

Water is the elixir of life. Unfortunately, the world today has already started to experience a scarcity of this resource due to heavy population and globalisation. One of the primary reasons behind this is the large volume of water usage in industries around the country. Eventually, these industries generate a high amount of waste water, which contains organic waste and toxic chemicals, that directly affects the environment.

Hence, many organisations like JSW have come up with an initiative to reduce waste water by installing a Zero Liquid Discharge facility. ZLD is an advanced water treatment process that purifies and recycles the waste water, besides helping industries limit waste water discharge and maintaining a sustainable environment.

JSW Steel is one of the few companies in India that recognises its 'zero-effluent discharge' status, and works towards reusing more than 95% of the processed waste. It also focuses on engineering products that are not only environment-friendly, but also exceptional in quality. The company plans to invest INR 800 crore over the next five years to address the issue of water scarcity.

III. TREES PLANTED PER TONNE OF STEEL PRODUCED

As a company, JSW Steel believes in creating a sustainable growth model, while balancing utilisation of natural resources and social development. They are committed to promoting responsible behaviour and encouraging social and environmental well-being, while also tackling concerns such as climate change and diminishing natural resources.

This is one of the several reasons why the company has undertaken a number of initiatives to improve the environment and help build a greener world. One of the prime examples of this is the undertaking of a project to plant about two million trees in Dolvi and its surrounding areas. This was done to ensure that while the community can reap the benefits of increased plantation, the initiative also helps JSW Steel to ensure sustainable operations in the area.

JSW Steel is also among the pioneers to sign up and commit to the Indian Business and Biodiversity Initiative set up by the Confederation of Indian Industry (CII) in partnership with India's Ministry of Environment, Forests & Climate Change.

This proves that while the organisation is continually progressing towards achieving its target and gaining recognition worldwide, it is also taking actions that speak about its values and vision.

IV. IMPORTANCE OF THE STUDY

In India, a philanthropic activity like donations and charity were the main components of Corporate Social Responsibility. Earlier, it was an activity that was performed but not premeditated. Nowadays, the big corporate houses from public and private sector in India like TATA Group, Reliance Industries Group, Coal India Ltd., O.P. Jindal Group, Aditya Birla Group etc. are integrating their social, environment and economic concerns in their business operations to improve the quality of life of the employee and common community. To impel this effort forward, the Ministry of Corporate Affairs, Govt. of India introducing a

legal framework of CSR u/s 135 of the Companies Act 2013. In this study the researcher has tried to focus the CSR initiatives of JSW Steel Ltd.

V. REVIEW OF LITERATURE

Kavita D. chordiya (2014) attempted to describe CSR practices in Mahindra & Mahindra. The study discussed the Mahindra & Mahindra group plays major role in fulfilling its duties towards the social orientation segment. It was concluded that social responsibility can go hand in hand with great business profits and therefore, can generate win-win situations.

Nayak Subhkanta (2015) attempted to describe the nature and process of various CSR initiatives undertaken by JSW Steel Ltd. India's largest steel manufacturing company in private sector. The study suggests that the contemporary CSR practices of JSW Steel are based on an integrated approach of legal and moral obligation towards social development which had created a positive socio-economic impact on the company/ local populace only.

Dr. Kiran Kumar Thoti (2015) in the research reviewed the complexity of the issue, the opportunities CSR presents, and one approach to identifying CSR opportunities and the reasons for companies becoming interested in social responsibility are diverse, risk protection, market positioning, recruitment and immediate economic impact and degree of commitment. It was concluded that if the size of a company is small and they operate at a very less profit margin then they will not be able to do CSR at a large extent, though there is common thematic areas across all companies, by which they can do CSR in all the areas or they can choose any of them.

VI. OBJECTIVE OF THE STUDY

The study is carried out with an objective to explore the possibilities of Social Responsibility done by JSW Steel Ltd.

VII. RESEARCH METHODOLOGY

The present research study is exploratory in nature. The study is based on secondary data which was extracted from various published sources like annual reports, sustainability reports, articles, journals and PhD thesis etc. The data will be examined for the last six financial years that is from 2011-12 to 2016-17. The sample size of the study is restricted to JSW Steel Ltd. and was selected as per non-probabilistic convenience sampling.

VIII. LIMITATIONS

1. The focus of this study is only on a single firm i.e. the JSW Steel Ltd. thus the results could not be generalized to other group and remained limited to the study only.
2. The study covered the time period 2011-12 to 2016-2017, thus period prior to 2011 and future period was ignored.
3. The study is based only on the information from the secondary data.
4. The study based on only researcher's observations.

IX. RESULT AND DISCUSSIONS

Areas	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Education	Computer aided learning centres(CALCs)	Computer aided learning centres(CALCs)	Computer aided learning centres(CALs)	Mid-day meal programs,	Mid-day meal programs,	Promotion scientific temper,

), Mobile Libraries for children, Balwadis, Adolescent health education, Education support, Mid-day meal, Village learning centres, Career guidance programs	, Rural libraries, Pre-school centres, Adolescent health education, Mid-day meal, Village learning centres/Remedi al education, Career guidance programs	Rural libraries, Pre-school centres, Adolescent health education, Mid-day meal, Village learning centres/remedi al	School infrastructur e development and enhancemen t, Nehru science centres and lecture series, School for differently abled	School infrastructur e development & enhancemen t of quality education, Nehru science centre lectures series, School for differently- abled	School infrastructure development and enhancement of quality education, Digital education program, exposure cum learning program
Health	Rural health clinics, Mitigating HIV/AIDS, Jindal Sanjeevani Hospital, Primary Health Centres(PHCs), Disability assessment and intervention, Aid to young girls for cardiac surgeries, Sanitation	Rural health clinics, Work on mitigating HIV/AIDS, PHC up gradation, Sanitation, Disability assessment and intervention, support to young girls for cardiac surgeries, Jindal sanjeevani hospital	Rural health clinics, Mitigating HIV/AIDS, PHC up gradation, Sanitation, Disability assessment and intervention, support to young girls for cardiac surgeries	General health & cataract camps, Leprosy project, Artificial limb replacement	launched the phone sakhi, General health & cataract camps, Antenatal health camps	General health & cataract program, Primary Health Centres, Malnourishme nt project
Livelihood	Vocational centres, Industrial Training Institutes(ITIs), Fostering gender equity, Non-voice rural BPO	Vocational centres, Industrial training institute	Enterprise promotion, Training in Non- conventional operations	Vocational training institutes	Vocational training institutes	Rural Transformation program
Environment	Waste utilization and management, Model Village development, Summer camps, Earth care awards, Township carbon footprint	Earth care awards, Garbage management, Summer camps/exposure visits, Training of employees on environment, Local resource	Adaptation & mitigation for climate, Water conservation, Conversion to renewable energy sources, Conservation of Biodiversity	Watershed management , Conservatio n of natural resources, Tree plantation, Garbage management	Watershed management , conservation of natural resources, Promoting swachh Bharat mission	Watershed management, Conservation of natural resources, Tree plantation, Garbage management, Construction of individual

	Mobile Libraries for children, Balwadis, Adolescent health education, Education support, Mid-day meal, Village learning centres, Career guidance programs	Rural libraries, Pre-school centres, Adolescent health education, Mid-day meal, Village learning centres/Remedial education, Career guidance programs	Rural libraries, Pre-school centres, Adolescent health education, Mid-day meal, Village learning centres/remedial	School infrastructure development and enhancement, Nehru science centres and lecture series, School for differently abled	School infrastructure development & enhancement of quality education, Nehru science centre lectures series, School for differently-abled	School infrastructure development and enhancement of quality education, Digital education program, exposure cum learning program
Health	Rural health clinics, Mitigating HIV/AIDS, Jindal Sanjeevani Hospital, Primary Health Centres(PHCs), Disability assessment and intervention, Aid to young girls for cardiac surgeries, Sanitation	Rural health clinics, Work on mitigating HIV/AIDS, PHC up gradation, Sanitation, Disability assessment and intervention, support to young girls for cardiac surgeries, Jindal sanjeevani hospital	Rural health clinics, Mitigating HIV/AIDS, PHC up gradation, Sanitation, Disability assessment and intervention, support to young girls for cardiac surgeries	General health & cataract camps, Leprosy project, Artificial limb replacement	launched the phone sakh, General health & cataract camps, Antenatal health camps	General health & cataract program, Primary Health Centres, Malnourishment project
Livelihood	Vocational centres, Industrial Training Institutes(ITIs), Fostering gender equity, Non-voice rural BPO	Vocational centres, Industrial training institute	Enterprise promotion, Training in Non-conventional operations	Vocational training institutes	Vocational training institutes	Rural Transformation program
Environment	Waste utilization and management, Model Village development, Summer camps, Earth care awards, Township carbon footprint	Earth care awards, Garbage management, Summer camps/exposure visits, Training of employees on environment, Local resource	Adaptation & mitigation for climate, Water conservation, Conversion to renewable energy sources, Conservation of Biodiversity	Watershed management, Conservation of natural resources, Tree plantation, Garbage management	Watershed management, conservation of natural resources, Promoting swachh Bharat mission	Watershed management, Conservation of natural resources, Tree plantation, Garbage management, Construction of individual

	studies, Environment training workshops	management		Construction of individual toilets, Clean fuel stoves		toilets
Sports	Self defence training, Talent hunt, Jindal Squash Academy, JSW challengers trophy	Jindal squash academy, Talent hunt, JSW challengers trophy, Self defence training, Sponsorship to talented sports persons	Jindal squash academy, Talent hunt, Self defence training	Sports excellence programs	Sports excellence programs	Sports excellence program
Women's Empowerment	Self Help Groups(SHG)	Self Help Groups(SHG)	Self Help Groups(SHG)	Empowering Self Help Groups including linkage with microfinance, Satellite tailoring centre, Hotel for tribal girls, program for adolescent girls	empowering Self Help Groups including linkage with microfinance, Satellite training centre, Karate training	Empowering Self Help Groups including linkage with microfinance, Satellite tailoring centre, program for adolescent girls
infrastructure development				Construction of community halls, Drainages, Bus shelters, village roads	Construction of community halls, village roads, drainages, bus shelters, School toilets & community toilets	Construction of community halls, village roads, drainages, bus shelters, School toilets & community toilets
Art, culture and heritage	Temple restoration	Temple restoration	Temple restoration	Restoration of various historical monuments	Restoration of various historical monuments	Restoration of various historical monument

2011-12

In Education, 12500 children benefitted by Computer Aided Learning Centres (CALCs), set up mobile libraries in 25 villages, 2400 children benefitted in Balwadis, 6000 children benefitted by adolescent health education program, 1,96,000 children benefitted through Mid-day meal programme, remedial education provided in village learning centres, 27425 students benefitted through career counselling. In case of Health, JSW Foundation provided rural health clinics, Jindal Sanjeevani Hospital, Primary Health Centres (PHCs),

awareness sessions for mitigating HIV/AIDS, "Tamanna" school for physically & mentally disabled children, provided financial support to young girls for cardiac surgeries and Nirmal Gram Abhiyan. In Livelihood, 5291 students benefitted by vocational centres, 23 Industrial Training Institutes (ITIs) adopted by JSW group, non-voice rural BPO established as a pilot project and fostering gender quality. In Environmental Sustainability, JSW Foundation had focused on waste utilization & management, Model village development and summer camps, Earth care awards, township carbon footprint studies. In Sports, 22 national players, 42 state players & 7 international squash players produced by Jindal Squash Academy and self defence training, JSW challenges trophy and talent hunt are very important part of sports initiatives of JSW Foundation. In Women Empowerment, JSW Foundation had focused on SHGs for poor women in villages. In Art, Culture & Heritage, restoration of Krishna temple hampi, Karnataka.

2012-13

In Education, 16622 children benefitted through Computer Aided Learning Centres, 2,321 benefitted by Pre-school centres, 8,369 children benefitted by adolescent health education, 70 meritorious students of 10th standard rewarded, 67,800 children benefitted through Mid-day program, 45 village learning centres for remedial education, 27,000 student benefitted through 157 career guidance programmes. In case of Health, 9842 people benefitted through rural health clinics, 17167 people benefitted by HIV/AIDS counselling, improved infrastructure of PHCs, 16 girls supported for cardiac surgeries as well as JSWF partnered with Nirmal Gram Abhiyan and Jindal Sanjeevani Hospital provided the best level of health services. In Livelihood, 4,142 students benefitted through vocational centres, 23 industrial training institutes (ITIs). In Environmental sustainability, JSW Foundation had focused on Earth care awards, garbage management, summer camps/exposure visits, local resource management as well as workshops had conducted to provide environmental issue. In Sports, JSW Foundation provided Jindal Squash Academy, Talent hunt, JSW challengers' trophy, Self defence training and sponsorship to talented sports persons. In Women Empowerment, 7 Self Help Groups formed in this year, the total of which has become 90. In Art, Culture & Heritage, restoration of Krishna temple hampi, Karnataka.

2013-14

In Education, JSW Foundation provided Computer Aided Learning Centres, rural libraries, Pre-school centres, adolescent health education, Mid-day meal programme and village learning centres. In case of Health, JSW Foundation had focused on rural health clinics, HIV-AIDS awareness program, PHC up gradation, Nirmal Gram Abhiyan, "Tamanna" school for specially-abled children, support to young girls for cardiac surgeries. In Livelihood, training centre textile & apparel, OP Jindal IGNOU Study Centre, Rajiv Gandhi Institute for Steel Technology (RGIST), avenues for employees' further education are important part of livelihood initiatives of JSWF. In Environmental Sustainability, JSW Foundation had focused on many environmental issues in different ways like climate change management, conversion to renewable energy sources, conservation of Biodiversity. In Sports, talent hunt, self defence training and jindal squash academy to expose villagers in sports. In Women Empowerment, Self Help Groups for poor women in villages. In Art, Culture & Heritage, restoration of Krishna temple hampi, Karnataka.

2014-15

In Education, JSW Foundation provided Mid-day meal programs, Nehru Science Centres Lectures Series, School for differently abled and school infrastructure. In case of Health, 3000+ people benefitted through general health camps, eye check up camps and specialised health camps. In Livelihood, JSW Foundation is

running vocational training institutes in Vijayanagar, Vasind to create skilled manpower. In Environmental Sustainability, 100+ hectare land under water conservation, 4000+ individual toilets & 85+ schools toilets constructed through Swachh Bharat Abhiyan and 14000+ fruit trees saplings planted etc. In Sports Initiatives, JSW Foundation provided sports training through sports excellence programs. In Infrastructure development initiatives, JSW Foundation constructed community halls, village roads, drainages and bus shelters etc. In Women Empowerment, 200+ women benefitted in Self Help Groups, 900+ women trained in tailoring, 120 women trained in satellite training centres etc. In Art, Culture & Heritage, JSW Foundation had focused on historical monuments.

2015-16

In Education, 5000 school children benefitted through Nehru Science Centres, 2000+ students benefitted from school infrastructure up-gradation initiatives, 75 students enrolled in Tamanna School (school for differently abled), Mid-day meal programs & malnourishment project in progress. In case of Health, 15000+ people benefitted from health camps & cataract camps, 1200 women benefitted through Phone Sakhi- 'M-Mitra' program. 250+ women benefitted by Antenatal health camps. In Livelihood, JSW Foundation is running vocational training institutions. In Environmental Sustainability, 69 schools promoted by Swachh Bharat Abhiyan, 1750 L/hour Ro water plant installed in Salem and Constructed 5 community toilets & 2 school toilets. In Sports, JSW Foundation organized Nagpur district marathon and 3 day sports event. In Women Empowerment, 600+ women received training from SHGs as well as facilitated INR 1.55 crores credit linkages to SHGs women, 200+ women trained in satellite training centres. 400+ women trained in Karate. In Infrastructure, JSW Foundation constructed community halls, village roads, drainages, bus shelters by rural development projects. In Art, Culture & Heritage, JSW Foundation spent .84 crore to preserve national heritage.

2016-17

In Education, 2100+ children benefitted through digital education program, promotion scientific temper, infrastructure up-gradation and 9000+ children benefitted by exposure cum learning program. In case of Health, 50,000 children, mother and adolescent girls benefitted through malnourishment project, facility enhancement of 14 Primary Health Centres. In Livelihood, 50 villages adopted through village transformation scheme. In Environmental sustainability, 883 acres of watershed development, 523 million litres of water conserved, 1.6 million hillock tree plantation, 85 school toilet constructed and green garbage initiative etc. In Sports, support to 42 athletes for national and international coaching. In Women Empowerment, JSW Foundation had focused on SHGs, satellite tailoring centres and program for adolescent girls. In Infrastructure, constructed community hall, village roads, drainages, bus shelters etc. In Art, Culture & Heritage, restoration of Talur temple in Karnataka.

X. CONCLUSION

The Ministry of Corporate Affairs, Govt. of India introducing the CSR as mandatory for certain category of corporate houses, As a result, CSR has been focused as ethical and unavoidable business practice which cannot be ignored by any company.

In the line of above, JSW Steel Ltd. is the second largest private sector steel company in India, running successfully by involving in various social activities. The study reveals that JSW Steel Ltd. meets their Corporate Social Responsibility by undertaking a number of initiatives in the fields of education, health,

livelihood, environment sustainability, sports, infrastructure, women empowerment and art, culture & heritage.

The study concluded that JSW Steel Ltd. is doing commendable work towards the betterment of the society prior to Company Act, 2013.

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