

THRUST AREAS OF CORPORATE SOCIAL RESPONSIBILITY PROGRAMES IN TAMIL NADU.

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1. Introduction

The conceptual framework on Corporate social Responsibility (CSR) whereby companies integrated social and environmental concern for their business operations and in their interaction with their stakeholders on a voluntary basis. The Sustainability, Accountability and Transparency are the three basic principles which together comprised of all CSR activity.

The Sustainability implies that society must utilize no more of a resource than cannot be regenerated. This can be defined in terms of the carrying capacity of the ecosystem and described with input – output models of resource consumption. Viewing an organisation as part of a wider social and economic system implies that these effects must be taken into account, not just for the measurement of costs and value created in the present but also for the future of the business itself. Measures of sustainability would consider the rate at which resources are consumed by the organisation in relation to the rate at which resources can be regenerated.

The Accountability of an organization is concerned with recognizing that its actions affect the external environment, and therefore assuming responsibility for the effects of its actions. This factor implied which belonged to recognize that organization is a part of wider societal network. Besides, it has responsibilities to that entire network rather than just to the owners of the organisation.

The Sustainability, Accountability and Transparency of an enterprise inspires necessarily its responsible management to prepare the CSR budget in every year to utilize the same towards the up gradation of well being of the society where there survival of companies and promotion of standard of living of human beings.

2. Need of CSR Programmes in Tamil Nadu.

Tamil nadu State as a highly industrialized state has been facing lot of issues with its developmental scenario .There are lot of social, Cultural, traditional issues in this society. At present, increased cost of private school education, lack of sufficient number of schools at remote areas, improper medical facilities in rural areas, increase of medical costs in urban areas, Communal riots, treating as a second hand persons of a particular community of people in very remote villages and discrimination by the name of caste and gender are major social issues.

In addition to, reduced space for agricultural activities and increased usage of inorganic inputs in agricultural activities, Industrial pollutions in entire forms which are partially causing the Cancer, ulcer to the General Public are major disadvantages of current industrial development scenario. The modern industrial set up urges to its employees to work very hard for his survival. It results in stress, tension and occupational diseases.

The nature is also a major component in the life of human being. Acute drought or abnormal flood had devastated on agriculture premises. Besides, it seems worsen affected for livelihood and income source of majority of people in Tamilnadu. Tsunami, Cyclone, Flood, Drought are the important natural activities to disturb peaceful living of the people in this state. Poverty and unemployment problem, under employment problems are the major challenges of current industrial development.

3. Important Establishments with CSR Budgets in Tamilnadu

In this background, the companies such as; Neyveli lignite Corporation, Ramco cements, Hindustan Photo films ltd Tamilnadu state transport corporation etc; Southern Railways, private companies such as Suguna poultry forms ltd, Sakthi masala Group of Companies, Fire and printing industries of Sivakasi region, Locker industries in Dinidgul, TEA (Tiruppur Exports Associations), Coimbatore Textiles Industries and industries under cooperative fold such as Handloom, Fisheries, Cooperative Tea and Dairy Unions are the important concerns for implementing the CSR

programmes in Tamil Nadu. They directly or jointly with other Non Governmental organizations are executing the CSR programmes. In this connection, the following optable programmes are discussed, which may be implemented under CSR activities in Tami nadu State.

4. Thrust Areas for Corporate social Responsibility Programmes in Tamil Nadu

4.1. Educational Services

1. Construction of class rooms/school buildings
2. Renovation of existing primary school buildings
3. Construction of sanitized toilets for girls of backward areas.
4. Providing furniture, electrical appliances, lab instruments to Govt. schools
5. Providing education and training for mentally and physically challenged children
6. Adoption/construction of hostels especially for girls and SC&ST

4.2. Electricity Facility:

Providing electricity and solar Power to the areas in the vicinity of Project sites

4.3. Health and Family Welfare

1. Organizing health check-up camps, with particular focus on women, children, disabled and old age homes.
2. Contribution for construction of hospital buildings, dispensary, special wards
3. Providing medical equipments to hospitals
4. Providing mobile medical vans

4.4. Irrigation Facilities

4.5 Sanitation and Public Health

4.6 Pollution Control

4.7 Animal Care

4.8. Promotion of Sports, Art and Culture

1. Providing sports equipments to the young and talented for promotion of sports
2. Promotion of heritage by adoption and maintenance of historic monuments

4.9. Employment and Training

Setting up of skill development centers, Imparting Vocational Training, Skill training, entrepreneurship development and placement assistance programmes for youth and Entrepreneurship Development Programme (EDP)

4.10. Drinking Water Facility

1. Providing drinking water facility by installing tube wells /pumps/ bore wells tanks/ ponds etc.
2. Setting up of pipe lines/extension of existing water pipelines.

4.12. Waste or energy management

1. Cleaner waste treatment processes
2. Substitution of Hazardous chemicals with cleaner alternatives
3. Responsible waste disposal practices

4.13. Promotion of renewable sources of energy

4.14. Promotion Non-conventional Energy Sources

- a. Energy efficiency
- b. Energy conservation

4.15. Biodiversity conservation

1. Land rehabilitation
2. Soil conservation
3. Rain-water harvesting and replenishing the ground water supply
4. Aquifer recharging
5. Desalination plant
6. Effluent reduction and control
7. Watershed development

4.16. Protection, conservation and restoration of eco-system,

1. Reduction of carbon emissions through energy efficiency and renewable energy technologies,
2. Promoting forestry programmes; Taking action on points suggested by Ministry of Forestry and Environment.
3. Activities related to the preservation of the Environment & Ecology and to Sustainable Development
4. Implementation of Environment friendly technologies in the production process
5. Greening the supply chain, and innovation in products and services which have a clear and tangible impact on environmental sustainability fall under this category of activities
 - a. Green buildings

- b. Reduction of air emission
- c. Reduction of noise emission (Beyond Compliance)
- d. Green audit.

4.17. Disaster Management

1. Upto 5% of the annual budget for CSR and Sustainability activities has to be earmarked for Emergency needs, which would include relief work undertaken during natural calamities /disasters, and contributions towards Prime Minister's / Chief Minister's Relief Funds (or) to the National Disaster Management Authority. Such contributions would be counted as valid to CSR and Sustainability activities.
2. Relief to victims of Natural Calamities like earthquake. Cyclone drought & flood situation in any part of the country
3. Disaster Management Activities including those related to amelioration! Mitigation

5. Conclusion

The business organizations of a particular society must consider not only better utilization of sources but also provide more attention to the society's development. In this respect, some sort of funds must be allotted for CSR programme, in addition, mandatory on share the expenses of government and other NGOs under CSR activities. The state of Tamilnadu mainly consists of agricultural area where a lot of thrust areas for developmental aspects in Agricultural, Industrial, Service Sector. Therefore, the major contribution of CSR programmes are protection of Agricultural Sector. It is an essential duty of an Industrial organisation to introduce the Organic production facilities in this segment. The adequate measures and training programmes should be initiated for better performance of CSR. New thrust areas like; orphanage, cultural development activities and poverty alleviation programmes should be added. The awareness programme on CSR activities, performance appraisal system for CSR would be regulated and Governed by the Government and Civil society .

Reference

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