

## HEALTHCARE & CSR OF BCCL FOR UNDERPRIVILEGED: A CASE STUDY OF DHANBAD (INDIA)

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Corporate houses in India are realising and following **Mahatma Gandhi's** vision – "Wealth created from society has to be ploughed back into society" by running various programmes for welfare of stakeholders and community at large.

BCCL being one of the leading public sectors in the nation is not the exception in fulfilling its compliance towards CSR. BCCL is a Board of Industrial and Financial Reforms (BIFR) in the family of Coal India Limited (CIL). Dhanbad – The Coal Capital of India is the head office of BCCL, where the CSR activities are being operated in its full swing. A survey conducted regarding the healthcare facilities under CSR activities of BCCL in the area reveals that, under the aegis of BCCL one central hospital, fourteen regional hospitals beside a number of health centres are in service for thousands of underprivileged and thousands of people residing in the vicinity of project area of BCCL.

In the present paper health care facilities provided under CSR activities of BCCL has been deliberated in detail.

**Key Words:** Health care, Underprivileged, CSR, BCCL

### Introduction

CSR is widely debated notion, easy to understand but difficult to define. The definition of CSR is very broad, dynamic and subject to change depending upon the perspective. There is no appropriate definition of CSR upon which everyone would agree. Furthermore, the task of defining CSR becomes even more difficult with the mass disagreement about what constitutes as CSR, what responsibilities it accepts, what explanation exists for CSR and whether the idea of corporations having any kind of societal responsibility at all makes sense. Therefore, laying down an exact meaning of CSR is very difficult. There cannot be a good definition of CSR until the concept becomes sufficiently consolidated, clear and universally accepted. Despite that, several attempts to define the concept of CSR gives a fair idea as to what it means and constitutes. However, before giving a special definition of CSR, it is important to understand the meaning of corporate or company first. The word 'company' has been derived from combination of two Latin words 'Cum' and 'Panis' - the literal translation of which means "breaking bread together". In more simple terms, CSR aims to strike a balance between profit maximization motives of the companies on one hand and their role as agents of social change and development on the other.

The concept of social responsibility in India is not new, it can be seen in form of Temples, Mosques, Dhramshalas and Education Institutions. Corporate houses in India are realising and following Mahatma Gandhi's vision – "Wealth created from society has to be ploughed back into society" by running various programmes for welfare of stakeholders and community at large. According to the Indian Guidelines on

CSR for Central Public Sector Enterprises March 2010- “CSR is a concept whereby organizations serve the interests of society by taking responsibility for the impact of their operations”.

**Bharat Coking Coal Limited (BCCL)** is a major producer of prime coking coal in the family of Coal India Limited (CIL), its headquarters in Dhanbad, India. CIL and BCCL unite in one body in January, 1972 to operate coking coal mines (214 in number) in the Jharia and Raniganj Coalfields, taken over by the government of India on 16th Oct, 1971.

**Mission of BCCL** – The mission of BCCL is to Produce planned quantity of coal Efficiently and Economically in an Eco-friendly manner with Safety, Conservation & Quality. The company exert strength in 81 coal mines which include 40 underground, 18 opencast and 23 mixed mines at April 2010. BCCL also runs 6 coking coal washeries, 2 non-coking coal washeries, 1 captive power plant (2 by 10 megawatt), and 5 by-product coke plants. The mines are grouped into 12 areas for administration purposes. Medium coking coal is produced from mines in Mohuda and Barakar areas. In addition to production of hard coke, BCCL operates washeries, sand gathering plants, transport of sand through a network of aerial ropeways, and a coal bed methane based power plant in Moonidih. Bharat Coking Coal Limited gave 30 million tones annual coal production of around in 2010-11 with a profit of INR 1094 crores. The company is under checks by the BIFR due to the losses incurred by it in previous years. It has about 67,900 manpower.

### **Objectives of the Study**

Healthcare & CSR of BCCL for Underprivileged: A Case Study of Dhanbad (India), the main objectives of the study were:

- To study and understand the CSR initiatives being taken by BCCL for the healthcare of Underprivileged;
- To examine the BCCL’s approach to work and mode of action for implementation for CSR initiatives in Healthcare;
- To assess the impacts of CSR actions on development of Underprivileged in Dhanbad.

### **Research Methodology**

The present study is based on materials collected from variety of sources that is secondary information/ data, books journals, website, periodicals, BCCL bulletins, research papers and the news paper have constituted the mine of information.

### **CSR of BCCL**

The following activities have been carried out under the BCCL’s CSR Programme.

- ❖ **Drinking Water Facilities:** Provided deep bore wells, tube wells, pumps/motors, open wells, in the peripheral villages of BCCL. Water supply through pipeline, through water tanker is also provided to the villages.

- ❖ **Education:** BCCL adopts a multi-pronged approach to promote quality education in backward areas. The measures taken by BCCL comprise Construction, Extension, and Renovation of school buildings etc are done to promote quality education in the nearby villages. BCCL is Extending financial aid for educational facilities to 83 nos Private Committee Managed schools. Measures are taken to promote women literacy and career development.
- ❖ **Health Care:** BCCL Conducts medical/health camps for dwellers of peripheral villages for rendering free medical consultancy. CSR Clinics, wellness clinics, artificial limbs centers are organised for the benefit of the needy section of the society. Mobile medical vans are deployed as special arrangement for medical services.
- ❖ **AIDS** awareness camps are organised as special drive to develop awareness and to render free consultancy.
- ❖ **“Ek Jagaran Jeevan Shaili”**- A Life style Management Programme is being organised for de-addiction from ill habits of life style such as consuming tobacco, alcohol etc.
- ❖ **Other Welfare Activities:** this includes Construction / renovation of Community Halls, construction / repair of roads, construction of Health-sub centres, construction of drain, construction of Chhat Ghat in the ponds, Construction of Boundary wall, providing Choupal for community gatherings, Installation of road side Water Kiosks during summer etc.
- ❖ **Masala Chakki centres** are established with machines to promote self employment.
- ❖ **During winter,** Blankets are distributed among poor section of the society.
- ❖ **Sports & Cultural:** Various activities are organised to propagate sports and cultures. Sports/ games items and instruments are also provided. To promote sports, children parks have been constructed.
- ❖ **Village adoption:** Lahbera – a SC/ST village in Dhanbad has been adopted for its all round development and a number of development activities have been carried out.
- ❖ **Solar Street Lights:** In the FY 2010-11, 170 nos. of Solar Street Lights have been installed in 21 peripheral villages of Dhanbad.

Various social activities have also been done for the society by BCCL – Nari Shakti Samity.

### **CSR of BCCL with special reference to Healthcare for Underprivileged**

Good health is necessary for a health mind and a healthy mind is necessary for healthy life. Business organizations investing their money for providing good health is not a new concept and we find that a lot of companies are working towards providing free health care services of people. Business organization is under an obligation to produce products which are healthy for consumptions by the society. They also may have to extend their support by providing free healthcare facilities. A survey conducted regarding the healthcare facilities under CSR activities of BCCL in the area reveals that, under the aegis of BCCL one

central hospital, fourteen regional hospitals beside a number of health centers are in service for thousands of underprivileged and thousands of people residing in the vicinity of project area of BCCL. For the promotion of Healthcare for Underprivileged through CSR activities of BCCL played pivotal role as it provide:

### **Swasthya Rath (Medical Mobile Van)**

BCCL has fourteen Medical Mobile Vans (MMVs) equipped with doctors, paramedical staff serving different 222 villages situated in and around the mining areas on working days. The villagers are examined by the experienced clinicians and medicines are dispensed free of cost to them. This provision has been made by BCCL exclusively under CSR activities for the benefit of villagers by providing them free medical assistance. The total number of beneficiaries during April 2012- March 2013 was 93327.

### **Muskan (Wellness Clinics)**

15 Wellness Clinics are functioning in BCCL in all the hospitals/Regional Hospitals besides Central Hospital, Dhanbad for 1 to 2 hrs for counseling the patients for modifying their life style. The patients are made known about the nutritional values of different diets, diet schedule for different diseases, how to lead a happy life, importance of morning walk, how to get rid of stress, value of yoga and different types of exercise etc. Such clinics extend awareness amongst the employees for life style management thus lowering the no. of man days lost at their work site. Obviously such clinics are indirectly helping to improve the production and productivity in a positive way. The total no. of beneficiaries from April 2012- March 2013 was 23471.

### **Sarokar (CSR Clinics)**

BCCL has embarked upon by opening of free CSR clinics from 01.04.2009 to provide free patient consultation at Central Hospital (PHC Building, Kalyan Bhawan) and subsequently at all 14 Regional Hospitals which is open to all. These clinics run for one/two hours daily in morning hours and free medical advice is given to people around Colliery areas. The total no. of beneficiaries in April 2012- March 2013 was 47235.

### **Health Camps (Bahujan Hitaya)**

Health Camps, which is one of the Parameters under MOUs for Excellence In Company's rating, is done regularly in different areas of BCCL. During April, 12-March, 2013, 272 Camps were organized in which 16859 persons were benefitted.

### **Jyoti Abhiyan**

Under this, Eye Camps were organized in different BCCL Hospital to give sight benefit to Non-BCCL persons. In such camps free IOL implantation were done through modern techniques. Beneficiaries in Nov, 2012-March 2013 are 823 in 16 Camps.

### **Tele-Medicine**

BCCL has installed Telemedicine Centre at Central Hospital, Dhanbad which will pave the way for introduction of new system of treatment based on telecommunication. Thus the treating doctors at CHD may have interaction and discussion on a particular disease or patient with the doctors of super-specialty hospitals in order to provide best possible medical assistance to them. The unit was inaugurated by Chairman CIL on March 28<sup>th</sup> 2010.

### **Artificial Limb Centre**

Under CSR activities BCCL has started one clinic at PHC Building Kalyan Bhawan, Jagjivan Nagar. Aim of the clinic is to examine and enlist handicapped persons followed by to organize camps for them in which free prosthesis will be provided. Till date 11 (eleven) such handicapped persons enrolled at this centre.

### **Ek Jagran – Jeevan Shaili**

A life Style Management Programme is being organized by Welfare Department of BCCL assisted by Medical Department in different areas in which de-addiction from tobacco, alcohol, smoking and other ill habits are deliberated. Such programme is arranged amidst thickly populated colonies so that all the members of the family may participate. Lodna and PB area has already organized such programmes.

### **Mission Mitwa**

This programme is being organized in Block-II Area of BCCL mainly for the truck drivers who are not well known to the evils of AIDS. The team of Doctors along with union Leaders reach the pit heads where the truck drivers assemble and deliberate about AIDS. This programme is very very successful for awareness of AIDS/HIV. From April 2012-March 2013, 1079 persons were benefited in 25 camps.

### **Free Blood Transfusion to Thallasaemia Patients**

165 cases of Thallasaemia were admitted and blood transfusion was done free of cost at BCCL Central Hospital, Dhanbad during the year 2009.

### **Medical Aid to Epidemic Victims**

A) The epidemic of Gastroenteritis/Cholera/Jaundice emerged in villages/Tola near Katras, Govindpur & Baghmara area. The team of doctors of concerned area visited and treated and distributed free medicines more than 200 cases.

B) Presently the epidemic of Dengue emerged around CV area in Chanch, Brahma and Layakdih villages. The team of doctors of CV area visited colonies, villages and treated more than 125 persons, still task is continuing. Fogging machine for vector borne disease control.

### **Medical Assistance to Civil Authorities during Strike Period**

While the employees of PMC Hospital was on strike in the last week of January 2009, there was acute

crisis of supportive services and ultimately BCCL extended its hands in support of the civil authorities in order to save the lives of the patients. 664 patients were treated in outdoor and indoor at Central Hospital, Dhanbad.

### **Mamta (Family & Child Health Care)**

25 F.W. will be organized in different areas of BCCL in the current financial year (2012-13). Out of 25 camps 24 camps were organized in the month of Oct, 12- Feb, 13. in which 864 persons were benefited.

### **Symposium on Occupational Health Hazards**

Two symposiums were organized in Block-II and Sijua areas covering eight areas in which there was active participation of the employees besides trade union leaders. Faculty members from AIOH, Safety Dept. of BCCL, Central Hospital Dhanbad and from DGMS delivered their lectures on the topic which was extremely useful for the audience. Both the symposiums were inaugurated by Director (P) BCCL.

### **Mass Blood Grouping**

Mass Blood Grouping of the employees and their dependants are being done in different areas with the help of Pathology deptt of CHD. Till December, 2009, the following areas have been covered:

<b>AREA</b>	<b>BENEFICIARIES</b>
Barora	1084
Block-II	1339
Govindpur	287
Katras	2103
Sijua	1550
Kusunda	302
PB	1152
Kustore	1517

### **Celebration of Coal India Foundation Day**

On the occasion of Coal India Foundation (1st & 2nd November, 12) 21 different camps were organized in all areas of BCCL including Eye Camp, Hypertension detection Camp at CHD and Diabetic detection Camp at KNH. Total number beneficiaries are more than 3000.

### **Baby Show**

A Baby Show was organized on 14.11.2009 in Lodna Area which was inaugurated by CMS, BCCL. 188 babies participated in the said programme. Prizes were distributed on this occasion.

### **Medical College**

Proposal has already been put up to CIL Headquarter for starting a Medical College at Dhanbad Further action in this regard is awaited.

### **Diplomat National Board (DNB)**

BCCL had initiated proposal for starting Diplomat National Board courses at Central Hospital, Dhanbad earlier for which several contacts were made with the National Board. Active efforts are being made again to get such course started as early as possible for two seats each in Department of Neurosurgery, Ophthalmology & General Surgery after getting due recognition of the course from the statutory body.

### **Super Speciality Hospital**

The project report has already been submitted by the then ED (MS) for approval from Coal India Limited. Central Hospital, Dhanbad has been opted for Super-specialty status in Neurology department.

### **Nursing College**

Process for the up gradation of the existing Nursing School at CHD running on Self Finance Scheme has been initiated by approval of sponsoring a Sister Tutor for M.SC (Nursing) course in this session.

### **Re-Organisation of Dispensaries**

Re-organisation of Dispensaries in different areas have already been initiated. In Sijua, Kustore and Lodna areas few dispensaries have already been converted to Mini Health Centres. In Bastacolla area, GOCP dispensary has been merged with Tisra Regional Hospital.

### **World AIDS Day Celebration**

World AIDS Day was celebrated on December 1st. 2012 in P.B. Area. Marched was led by D(P), BCCL followed by more than 1000 of school children through the streets of Putki Bazar raising slogans for awareness of HIV and AIDS. A pandal was erected and well arranged to receive the students as well the employees, trade union leaders, members of INMF and dignitaries from BCCL Hqs. Faculties from Jharkhand AIDS Control Society and CMS, Central Hospital, Dhanbad delivered their catching lectures on the topic. General Manager of P.B. area welcomes the D (P) and other dignitaries. An impressive Natak was performed on various issues by School of Nursing, Bhuli Natya Kala Academy.

### **Training for HIV/AIDS Awareness**

BCCL has targeted all the paramedical and nursing staffs for training in HIV/AIDS awareness and they are being sent to Jeevan Jyoti, Jamshedpur and RIIMS, Ranchi under Project GFTAM-7 sponsored by ILO. Till December 2009, 87 nurses attended the programme.

Year wise numbers of beneficiaries of various medical CSR activities:

Year	Swasthya Rath (Medical Mob Van)	Muskan (Wellness Clinic)	Sarokar (CSR Clinic)	Bahujan Hitaya (Health Camps)	Mamta (Family & child healthcare)	JyotiAbhiyan (Eye camp)
2009-10	- 59879	3518	4953	127/13168	-	-
2010-11	- 75342	13358	22278	155/9653	-	-
2011-12	- 103213	34563	43349	254/20450	-	-
<u>2012-13</u>	<u>- 93327</u>	<u>23471</u>	<u>47235</u>	<u>272/16885</u>	<u>24/864</u>	<u>16/823</u>

Source: Annual Report of BCCL 2012-13

### Conclusion

On the basis of the above a general conclusion about the CSR activities of BCCL towards Healthcare for Underprivileged has been drawn and at least 2% of the profit by the BCCL should be invested for CSR activities and it should be made mandatory. It is win-win situation for both society as well as the corporate.

### Major Suggestions

- ❖ The company must align the CSR goals with the national goals set up under the Millennium Development Goals (MDG).
- ❖ The company should have a dedicated CSR division with well trained, qualified and experienced professionals from social science for better planning, implementation and evaluation of CSR initiatives.
- ❖ Social audit should be conducted by an external agency to assess the CSR performance of the company.
- ❖ Government can encourage economic players to consider ethical, social and environmental criteria. Government should play the role of motivator, enabler, facilitator rather than director of corporate social responsibility.
- ❖ An annual report on Corporate Social Responsibility should be prepared to highlight the company's commitment for sustainable community development.

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