

CORPORATE SOCIAL RESPONSIBILITY INITIATIVES WITH SPECIAL REFERENCE TO INDUSTRIES IN DAKSHINA KANNADA IN KARNATAKA

Parashurama Kamath &

Dr. Waheeda Sultana

Over the years the scope of Corporate Social Responsibility has spread across the world. The concept of corporate responsibility is a broad one and includes a variety of ideas and practices. It has been developed as a strategy for sustainable development of business enterprise for the benefits of social, economic and even environmental outcome of the society. Social responsibility aims at improving the quality of life by giving back to the society what company has got from it. The entire approach towards the development of the society is very scientific and well thought out. The Ministry of Corporate Affairs recommended in the New Companies Act 2013 that every year corporate should earmark 2% of their profits towards social cause and it is mandatory.

In this study an attempt has made to comprehend and gain insight into behavior of some leading companies in Dakshina Kannada District towards various aspects of corporate social responsibility activities in areas of health, education, infrastructure, charity, women empowerment and environment. Dakshina Kannada - is a coastal district in the state of Karnataka with Mangalore as its headquarters. Today it is emerging as one of the important districts in the field of education, industrial sector, banking sector, Medicare, tourism, rural development, agricultural development and cultural promotion

Key Words: Industry, Rural Development, CSR

Introduction:

“Wealth that comes from the people as far as possible must go back to the people”

- Jamsetji Tata, the pioneer of social responsibility

Over the years the scope of Corporate Social Responsibility has spread across the world. The concept of corporate responsibility is a broad one and includes a variety of ideas and practices. It has been developed as a strategy for sustainable development of business enterprise for the benefits of social, economic and environmental outcome of the society. Social responsibility aims at improving the quality of life by giving back to the society what company has got from it. The entire approach towards the development of the society is very scientific and well thought out. The wider aim of social responsibility is to create higher and higher standards of living, while preserving the profitability of the corporation or the integrity of the institution, for peoples both within and outside these entities as defined by Michael Hopkins.

Corporate social responsibility defined as “the continuing commitment by business to behaving ethically and contributing to economic development while improving the quality of life of the workers and their families as well as of the community and society at large.

In recent times the issue of social responsibility has received increased attention from many sectors of society including government, business, non-governmental organisations (NGOs) and academics. The term corporate social initiatives describes as the major activities undertaken by a corporation to support social cause and to fulfil commitments to corporate social responsibility. It is also called as corporate citizenship, corporate philanthropy, corporate giving, corporate community involvement, community relations, community affairs, community development, corporate responsibility, global citizenship, and corporate societal marketing.

Today, the issue of social responsibility is not just a matter for charity. In its true sense, corporate social responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and **an integral part of business and social life. Businesses are under increased pressure from society to act with regard to sound ethics and social responsibility.** Companies engaged in CSR activities are viewed in their constant efforts to address societal issues and chart out new paths of social development.

In India the term corporate social responsibility might be new but the concept is not. It has been incorporated in the various religious laws where a part of one's earnings are donated for the benefit of the poor and community welfare. In India first phase of business philanthropy started from charity for purely religious purposes during the pre-industrial period toward a more Western form of philanthropy in the period between 1850 and 1914. The beginning of industrialization and the establishment of British rule marks the evolution from merchant charity to industrial philanthropy. The second phase from 1914 to 1960 is considered as golden period, in third phase from 1960 to 1980 reflected as renewed corporate, and the citizenship era began from 1980s onwards.

The Tata group, recognized as India's foremost philanthropic corporate group, has a long tradition of community relations. It is against the background of this philosophy, the concept of corporate social responsibility began in 1912 in India at Jamshedpur, Bihar where the Tata built a township for the workers of the Tata Iron and Steel Company. The company paid attention to the social, cultural and economic development of the society. The establishment of Jamshedpur Township with facilities of water, electricity and schools is an outstanding example of good community relations.

The Azim Premji Foundation, ITC, The Infosys Foundations, Mahindra Education Trust, Reliance and Hindustan Unilever Ltd., companies in India have set up separate foundations or Trusts to use the corporate social responsibility funds most effectively. In the public sector enterprises BHEL, NALCO, SAIL, NTPC, ONGC social obligations remain an integral part of the business activities. These companies involved in Corporate Social Responsibility (CSR) programmes includes areas like education, health, adoption of villages, assisting physically challenged persons, livelihood creation, skill development and empowerment of weaker sections of the society.

According to the Companies Act 2013 it's mandatory for companies those having either net worth of Rs 500 crore or more, turnover of Rs. 1,000 crore or more or net profit of Rs. 5 crore or more to spend a 2% of amount of money every year on activities or initiatives reflecting Corporate Social Responsibility. These companies have to constitute a CSR Committee for transparent monitoring mechanism for implementation of the CSR projects or programs or activities undertaken by the company. CSR policy, expenditure,

annual report of CSR and display of CSR activities on company's website is enforced. In this Act the Schedule VII states the activities which may be included by companies in their Corporate Social Responsibility Policies such as eradicating hunger and poverty, promoting education, empowering women, environmental sustainability, employment enhancing vocational skills, contribution 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, Scheduled Tribes, other backward classes, minorities and women and other areas. This measure would help in improving the under-privileged and backward sections of Society and the Corporate would in fact gain in terms of their reputation and image in the Society.

Review of Literature:

Confederation of Indian Industry (2013) composed the CSR initiatives of its members in India. The compendium has 41 public and private sector companies profile, CSR initiative areas such as education, health, livelihood, environment, helping the differently abled persons, water and sanitation, community development, child development, skills training, social development, sports, food security, infrastructure development, women's rights, human rights, child right's and education, social entrepreneurship, training and employment, capacity development, training and capacity building, skill development and livelihoods resource consumption and responsible banking. This case study carried the success stories that have positively impacted the lives of community.

Cone Corporate Citizenship study (2004) revealed that eight in 10 Americans say that corporate support of causes wins their trust in that company, a 21% increase since 1997. In contemporary, to protect and enhance their reputations the companies involved with social issues. A number of companies have known for positive impact of supporting social issues, and have aggressively communicated their efforts over the past few years. A majority of 86% Americans want companies to talk about their efforts, but only four in 10 say companies are doing that well.

According to Indian Brand Equity Foundation (2010) studied the CSR activities of 300 corporate houses. The study report indicated that corporate India has spread its CSR activities across 20 states and Union Territories with Maharashtra gaining the most from them. Over the past few years, Indian corporations have viewed corporate social responsibility with a more serious outlook than any other period in Indian business history.

Rahul Mitra (2011) finds the CSR frames of Tata Motors by focusing on the emerging economy context. This study analyses the thematic framing of corporate social responsibility (CSR) and corporate reputation. The institutionalization, community development, modernization, mainstreaming, and nation-building the five CSR frames are exposed. Apart from this reputation is framed via heritage, nation building, technological advancement, global footprint, and responsibility. The findings suggest how firms may align their CSR efforts with regular business, and their larger public relations campaigns with wider social perceptions of their responsibilities.

TNS India and The Times Foundation (2008) find that many major Indian organizations are involved in CSR initiatives. The private sector is more involved in CSR activities than the public sector undertakings and government sector. The leading areas that corporate were involved in livelihood promotion, education, health, environment, and women's empowerment.

Significance of the study:

Corporate Social Responsibility programs are common in global context. Social responsibility aims at improving the quality of life by giving back to the society what company has got from it. In Dakshina Kannada District few industries have adopted corporate social responsibility practices in education, health, infrastructure, while pursuing their business objectives. This study find out the different CSR programs intended for the community people in detail.

Profile of Dakshina Kannada:

Dakshina Kannada- is a coastal district in the state of Karnataka in India. Today it is emerging as one of the important districts in the field of education, industrial sector, banking sector, medicare, tourism, rural development, agricultural development, cultural promotion and so on. Mangalore is the district headquarters of Dakshina Kannada, has been a trading center for several centuries. The district is called as the cradle of Indian banking. Major nationalized banks like Canara Bank, Corporation Bank, Syndicate Bank and Vijaya Bank evolved from this district.

Over the years this District has grown rapidly into a rich industrial zone. There are 17 large scale industries, 3 Mega industries, Small and micro enterprises and 3 medium scale industries are functioning. The Prominent Companies in Dakshina Kannada are Mangalore Chemical and Fertilizers Ltd (MCF), Kudremukh Iron Ore Company Ltd (KIOCL), Mangalore Refinery and Petrochemicals Ltd (MRPL), BPCL, NMPT, Campco, UBL, BASF, etc. The district has added an advantage in health infrastructure, which is one of the reasons for heavy investment in this coastal area.

These companies have an obligation to provide corporate social responsibility activities in the areas of their location. This includes activities such health, education, infrastructure, charity, women empowerment and environment.

Objectives of the study:

The general objective of the study is to analyze the corporate social responsibility initiatives with special reference to industries in Dakshina Kannada in Karnataka.

The specific objectives of the study are as follows:

1. To study the CSR activities of three industries in Dakshina Kannada oriented towards health
2. To study the CSR scheme oriented towards education
3. To examine the CSR program oriented towards infrastructure

4. To study the CSR activities for the development of the community
5. To compare the CSR activities of the three industries in Dakshina Kannada

Scope of the Study:

The study focused on the industries carrying out their Corporate Social Responsibility initiatives in DakshinaKannada district in Karnataka state.

Research Methodology:

The present study is based on case study method. The case study method is a form of qualitative analysis where in careful and complete observation of an institution is done. It is a method of study in depth rather than breadth. The case study places more emphasis on the full analysis of a limited number of events or conditions and their interrelations.

The research consists of the application of both primary and secondary data. Primary data was collected by interviewing the officials. The secondary data was collected through the information provided in Annual Reports, website, house journals and newspaper reports. The data was collected from sample of three companies from Dakshina Kannada District itself such as MRPL, UB and MCF.

Mangalore Refinery and Petrochemicals Ltd (MRPL)

Profile:

Mangalore Refinery and Petrochemicals Ltd (MRPL) is a schedule 'A' CPSE and a subsidiary of ONGC located at Mangalore in Dakshin Kannada region set up in 1988. The Refinery has got a versatile design with high flexibility to process Crudes of various API and with high degree of Automation. Before acquisition by ONGC in March 2003, MRPL was a joint venture Oil Refinery promoted by M/s Hindustan Petroleum Corporation Limited (HPCL), a public sector company and M/s IRIL and associates (AV Birla Group). MRPL was. MRPL has high standards in refining and environment protection matched by its commitments to society. MRPL has also developed a Green Belt around the entire Refinery with plant species specially selected to blend with the local flora.

Case study of MRPL:

The Corporate Social Responsibility initiatives known as "Samrakshan" concentrates on areas such as ShikshanaSamrakshan, ArogyaSamrakshan and BahujanSamrakshan, As a socially responsive organization the company is committed to the wellbeing of the communities around the refinery area and with this objective, it has taken up a number of schemes and developmental activities in the core areas such as Education, Health and Sanitation, Infrastructure, SC and ST Development Scheme, MRPL Rehabilitation Colony and Women Empowerment Programme.

The CSR objective of "Samrakshan" is to promote in a holistic and sustainable manner, development of under-privileged communities, afflicted by poverty, illiteracy, illness and physical disabilities. Besides this

the company has taken CSR initiative to protect, preserve and promote the social, cultural and environmental, heritage and wealth in and around the area of company's business and to usher in sustainable development.

Corporate Social Responsibility initiatives of MRPL known as "Samrakshan"

The main areas include Shikshana Samrakshan, Arogya Samrakshan and Bahujan Samrakshan

Table 1

Shikshana Samrakshan (Education)	<ul style="list-style-type: none"> ✓ English Medium Secondary School ✓ Building construction (class rooms, Anganwadi, toilets and bath rooms for students' hostel) ✓ Midday meal (With ISKON) ✓ Scholarship to meritorious students ✓ Donation of furniture and computers
Arogya Samrakshan (Health)	<ul style="list-style-type: none"> ✓ Primary Health Centre ✓ Donation of Ambulance ✓ Donated two dialysis machines, a laser treatment unit, ✓ Contributed to the newly built Pediatric Block, New block ✓ Free medical check-up camp, computerized eye check-up camp ✓ Artificial limb camp ✓ Distribution of tricycles
Bahujan Samrakshan (Infrastructure)	<ul style="list-style-type: none"> ✓ MRPL Rehabilitation Colony ✓ Drinking Water ✓ Rainwater harvesting ✓ Bus shelters, culvert, Roads and Community hall-development of infrastructure
Environment	<ul style="list-style-type: none"> ✓ Green Belt around the entire Refinery ✓ Public awareness program on Environment
Other	<ul style="list-style-type: none"> ✓ Village adoption-development ✓ Self help groups ✓ Training on various skill developing activities ✓ Renovation of the government museum

In Table 1 high lights the Corporate Social Responsibility initiatives of MRPL. The detail activities are as follows:

Shikshana Samrakshan:

The company has taken numerous CSR initiatives in the areas of education. MRPL has set up an English Medium Secondary School affiliated to the Central Board of Secondary Education, New Delhi. The MRPL Educational Trust, a registered body, runs the School. The school provides ample opportunities for the growth of individual potential and development of abilities and interest of pupils. The school aims to impart education to the educational needs of the locality.

Initiatives have been taken under this programme that includes construction of school building and class rooms, Anganwadi, toilets and bath rooms for students' hostel, add on facility to Government schools, upgradation of rural school in the fishermen village of Panambur and other neighboring schools. In partnership with ISKON, MRPL is providing Midday meal to the children of 11 schools covering 2600

students. The company is also planning to provide digital class room facility for five schools in the region. Under the contract, the service provider would provide five-year annual maintenance to the schools concerned. After five years, the hardware under the digital class room project would be the property of the schools. It has also provided Rs 36 lakhs worth scholarship to meritorious students including SC/ST students of various schools and colleges in and around the district. Donation of furniture and computers, power generator, pressure cookers for Midday Meal program and scientific teaching are provided aids to various schools.

Arogya Samrakshan:

The MRPL Company is running a free Primary Health Centre at the Rehabilitation colony in Chellairu Village. Donation of Ambulance to the Red Cross Society at Mangalore, medical equipment and generators and water purifiers were donated to hospitals. Specifically MRPL donated two dialysis machines worth Rs.22.00 lakhs, a Laser Treatment unit for curing Diabetic retinopathy and one pediatric endoscopic unit costing Rs 76.00 lakhs for Government Wenlock Hospital, Mangalore. Beside this the company has contributed 12.00 lakhs worth of obstetrics and gynecological equipment to Government Lady Goschen Hospital, Mangalore. The company has contributed to the newly built Pediatric Block (Regional Advanced Pediatric Care Centre (RAPCC)) of Wenlock Hospital, Mangalore. A highly beneficial artificial limb camp was held at Mangalore, in partnership with the famous Jaipur foot manufacturers and provided free artificial limbs to the physically challenged and distribution of tricycles to the disabled. Free computerized eye checkup camp including free distribution of spectacles are being done annually, for the poor and deserving.

In partnership with KMC Hospital Mangalore, the Company organized a free medical check-up camp under its Corporate Social responsibility programme. KMC Hospital, Mangalore provided the services of Doctors specialized in Cardiac, General Medicine, Eye, ENT and Orthopedics. The public and school children's from the nearby primary school were checked for general health. GRBS (Sugar Tests) and ECGs were carried out free of Cost. The Camp has helped detect some cardiac symptoms, orthopedic problems, cataract and many cases of eye refraction and near sightedness. Timely the company joined hand with District Health Department in Malaria, Polio and Filarial eradication programs.

The Company along with ONGC has extended its commitment by putting up a separate block to the 162 year old Lady Goschen Hospital at an estimated cost of 21 Cores. The foundation stone for this facility was laid on March 18, 2013 by the Honorable Union Minister for Petroleum and Natural Gas Dr. M Veerappa Moily and the former Chief Minister of Karnataka Jagadish Shettar. These activities have a lasting impact in health services provided to women and infants in the city of Mangalore.

Bahujan Samrakshan:

This is one of the development programmes of MRPL Rehabilitation Colony. Under CSR program the company provides financial assistance to the Rajiv Gandhi Drinking Water Project, which provides drinking water facility to a group of 10 villages and to the Project Displaced Rehabilitation Colony.

Additional rainwater harvesting was stepped up. A 3 lakhs liter overhead tank construction is under progress. Better land management by planting of fruit -bearing and medicinal trees and cultivation of sacred groves is recommended by MRPL management. MRPL has also constructed bus shelters, culvert, Roads and Community hall in Rehabilitation Colony.

Other initiatives:

The company adopted four villages of two panchayat area in which Refinery is located, integrated development plan worked out jointly with the Zilla Panchayat and Village Panchayat is implemented. In order to help the poor and underprivileged neighboring people, self help groups like Mahila Mandals are being given self employment training on various skill developing activities. They are also being assisted in activities, which help them in generating income, promotion of livelihood for economically weaker section of people by organizing training program.

The other projects are provision of fishing trucks for Mogaveera Vyavasthapaka Mandali (MVM) to aid fishermen, construction of bus shelters on the stretch from MRPL to Mangalore, road-cleaning machines for the district, renovation of the government museum and development of parks in the city etc. Moreover the MRPL Company is providing assistance to pursue training in Sports, conducting public awareness program on Environment, Fire Fighting and Safety awareness in surrounding villages, assistance for Beach cleaning regularly. In 2009-2010 the company contributed Rs 4.95 crores for construction of 330 houses in flood affected Devadurga taluk of Raichur district in Karnataka and contributed Rs 50 lakhs to Chief Minister's Calamity Relief Fund. MRPL has high standards in refining and environment protection matched by its commitments to society. MRPL has also developed a Green Belt around the entire Refinery with plant species specially selected to blend with the local flora.

These are the hallmark of a company's CSR character that participates in improving the welfare of the community and the country.

Mangalore Chemicals and Fertilizers Limited:

Profile:

Mangalore Chemicals and Fertilizers Limited (MCF) is a part of The UB Group, a large and diversified business house. The group is one of the foremost multinational organizations based in the sub-continent with operations in many world markets. It has diverse interests – Brewing, Distilling, Aviation, Fertilizers, Life Sciences, Engineering, Research and Development and Information Technology.. The operations are managed by a team of highly dedicated and experienced professionals. MCF is the only manufacturer of chemical fertilizers in the state of Karnataka. The factory is strategically located at Panambur, in Mangalore since 1974. MCF is an ISO 14001 and OHSAS 18001 certified Company. The main products are Urea, Di-Ammonium Phosphate (DAP), NP 20:20:00:13, Ammonium Bi-Carbonate (ABC) - Food grade, Sulphuric Acid, Specialty fertilizers and Nutrient products consisting of Water Soluble Fertilizers, Micronutrients & Soil Conditioners and an Industrial Product called Sulphonated Naphthalene Formaldehyde (SNF) used in construction industry.

Case study of MCF:

The MCF Company continued to discharge its Social Responsibility in true spirit and has been actively engaged in the up-liftment and development of the communities in its operating territory. The Company has formulated a comprehensive Corporate Social Responsibility (CSR) policy under which Rural Health and Rural Education have been the areas of specific focus. In line with this philosophy, the Company formulated two schemes such as “Project Eye Care” intended to prevent/eradicate eye related ailments in identified rural areas and “MangalaAksharaMitra” intended to provide basic facilities and infrastructure to rural schools to promote education and to make schooling a pleasant experience. These schemes were extended to rural and remote locations in the Company’s operating territory for the benefit of the poor and needy.

As a responsible corporate citizen, responsive to the needs of the community around is company’s objective. The government of UK had in 1975, granted an aid under the Colombo Plan for overall development of villages in developing countries. For overall up-liftment of the poor farmers, a trust was formed under the name UK-MCF-TGB-GRAMA VIKAS PROJECT. The primary objectives of the trust to sustain and enhance agricultural productivity and help farmers diversify into allied activities like dairy, poultry and silk rearing etc. Certain agencies committed to rural development include The University of Agricultural Sciences, Department of agriculture and Tungabhadra Grameena Bank, have actively co-operated with MCF in meeting the social objectives of the Trust. The activities of the Trust over the years has included rural education in health care, setting up reading rooms, empowering women, providing drinking water, conservation of energy, donating critical equipment to rural hospitals, furniture to rural schools, construction of community centers and rural hostels and training villagers in subsidiary occupations.

The main CSR areas of MCF are “MangalaAksharaMitra” and “Project Eye Care”

Table 2

MangalaAksharaMitra (Education)	<ul style="list-style-type: none"> ✓ Provide basic facilities and infrastructure to rural schools
Project Eye Care (Health)	<ul style="list-style-type: none"> ✓ Free eye check-up and cataract surgery camps ✓ Distribution of free spectacles ✓ Free medical and dental check-up camps
Environment	<ul style="list-style-type: none"> ✓ Green Belt around the company ✓ Plant protection material
Other	<ul style="list-style-type: none"> ✓ Adoption of village-Development ✓ Formation of a Mangala Farm Club ✓ training program ✓ Cultural and sports ✓ Krishi Mela ✓ Financial assistance for auditorium ✓ Provides sewing machines

Table 2 highlights the Corporate Social Responsibility initiatives of MCF. The detail activities are as follows.

MangalaAksharaMitra:

Under this program, the basic infrastructures that are required, but are lacking in identified schools in remote locations were provided by the Company. The focus of the initiative is to promote education, to make schooling a pleasant experience to the rural children by providing required infrastructure to selected schools in remote villages. Under this project the company provides desks, table and chairs, black boards, stainless steel lunch plates and water glasses, slotted angle racks, school bags, Computers, Cupboards, provided financial assistance, and uniforms.

Project Eye-Care:

The company started a programme called “Project Eye-Care” to prevent blindness especially in the rural areas in association with K. S. Hegde Medical College Hospital (KSHEMA), Mangalore. This project is initiated in neighboring villages, free eye check-up and cataract surgery camps were conducted. The surgery would be conducted at KSHEMA and the spectacles for the correction of vision will be provided free by MCF. Regularly free medical, dental check up camps and health awareness camps conducted in adjacent villages.

Other activities:

In Dakshina Kannada District one village is adopted for a period of three years for overall development. The projects undertaken include construction of Community bath and toilets, providing better infrastructure to the schools, improving their libraries, construction of community halls, hostels and providing water distribution systems. Formation of a Mangala Farm Club in the villages and organizing sports activities, free health check-up, eye camps, etc. in association with the Lions Club.

In addition to the above, the Company organizes various cultural activities, sports events, and sponsored community development programmes. The Company conducted several training programs, field demonstrations, crop seminars and KrishiMelas for farmers. Representatives from the public, government and other public administrative bodies actively supported and participated in all the programs of the Company.

The company provides financial assistance for construction of a ‘MangalaBhavan’ auditorium in Rotary School, Moodabidri, Dakshina Kannada District. As part of CSR the company provides sewing machines to MahilaMandals, plant protection material to YuvakaMandals, community TV sets, etc. in different villages. A green belt covering an area of about 50 acres area is developed and maintained.

Profile of United Breweries Limited (UBL):

United Breweries Limited has an association with brewing dating back over nine decades, starting with five breweries in South India in 1915. UBL today boasts an impressive spread of own and contract manufacturing facilities throughout the country. The company’s innovative, creative and aggressive marketing is complemented by a strong distribution network. A management focused on building brand equity on one hand and exploiting it to the hilt on the other. Quality and hygiene are the key elements of the United Breweries’ manufacturing philosophy. To this end, the Central Scientific Laboratory (CSL) adquartered at Bangalore sets standards for all its breweries. Its flagship brand ‘Kingfisher’, has achieved international recognition consistently, and has won many awards in International Beer

Festivals. Kingfisher Premium Lager beer is currently available in 52 countries and leads the way amongst Indian beers in the International market. It has been ranked amongst the top 10 fastest growing brands in the UK. In 2000 Mangalore UB unit stated their functioning and from its inception company involved in CSR activities.

Case study of UBL:

A business does not exist in isolation. It impacts and is impacted by the environment it operates in. United Breweries Limited recognize this fact and thus feel as responsible for contributing towards the creation of social capital as towards maximizing returns for its stake holders. Over the past few years UB has undertaken social program with a vision to bring about sustainable social development. CSR programs at United Breweries Limited as a sustainable effort to improve the quality of life of the employees and their families as well as of the local community and society at large. The concept of CSR is deeply ingrained in UB’s culture. ‘To contribute positively to the community well being’ is the mission of the company.

Undertake a comprehensive social development program in the identified areas to promote Primary Education, Health Care, Water and Contract farming.

The main CSR areas of UBL such as Primary Education, Primary Health and Water

Table 3

Primary Education	✓ Provided basic facilities and infrastructure to schools
Primary Health	✓ Free medical and eye check-up camps
	✓ Constructed health centre
	✓ Donated a wheel chair, tricycles and orthosis for needy students
	✓ constructed a garbage bin
Water	✓ Drinking water for community and schools
	✓ Provides two water storage tanks and hand washing facility

Table 3 high lights the Corporate Social Responsibility initiatives of UBL. The detail activities are provided below.

Primary Education:

Provide children with quality education and nutrition which will encourage their interest to study as well as encourage families to support their education. It includes awareness programs, infrastructure for existing schools, financing support for staff appointed and providing mid day meals.

The unit has donated benches and desks, water filters, dust bins, food storage containers, tumblers, seating mats, sound systems, cupboards, lunch plates for mid day meal, a UPS system for the school computer, sports equipment, and distribution of notebooks to the Anganavadi Kendra, Government School near the brewery. UBL Mangalore constructed a washroom block for the student’s and library building opposite to the unit.

Primary Health Care:

As a part of corporate social responsibility, UBL Mangalore constructed a health center and providing free medicines to the community people. Regularly the unit organizes free health check-up camp in association with the KMC Hospital, Mangalore, and free eye checkup camp in association with the Prasad Netralaya Super Specialty Eye Hospital Udupi for the benefit of the public.

The Unit donated a wheel chair to a physically handicapped student, tricycles to two physically challenged girl students and orthosis to two physically challenged girl students of Government school near the Unit. The unit also constructed a garbage bin for the public opposite the plant to initiate good hygiene.

Water:

The UBL unit promotes the conservation of water resources and facilitates access to clean and portable drinking water to the community people. It includes the awareness of rain water harvesting, desilting of tanks, ponds or other water bodies, providing portable drinking water to communities. A drinking water supply line extension was installed to the colony adjacent to the Unit. Drinking water facility has been provided to the people adjacent to the brewery, Anganavadi Kendra and Government schools. The company provides two water storage tanks and hand washing facility to schools.

Comparative analysis:

From the collected data makes the comparative analysis of three industries CSR initiatives in education, health, environment and other areas are as follows.

Comparative analysis of CSR initiatives in Education

Table 4

Company	CSR initiatives
MRPL	<ul style="list-style-type: none"> ✓ English Medium Secondary School ✓ Building construction (class rooms, Anganwadi, toilets and bath rooms for students' hostel) ✓ Midday meal (With ISKON) ✓ Scholarship to meritorious students ✓ Donation of furniture and computers
MCF	<ul style="list-style-type: none"> ✓ Provide basic facilities and infrastructure to rural schools
UBL	<ul style="list-style-type: none"> ✓ Provided basic facilities and infrastructure to schools ✓ Construction of wash rooms

Table 4 shows that all the three industries gave importance basic infrastructure facilities to schools. But comparatively MRPL has gone a step ahead to provide midday meals and scholarships to meritorious students.

Comparative analysis of CSR initiatives in Health

Table 5

Company	CSR initiatives
MRPL	<ul style="list-style-type: none"> ✓ Primary Health Centre ✓ Donation of Ambulance ✓ Donated two dialysis machines, a laser treatment unit, obstetrics and gynecological equipment ✓ Contributed to the newly built Pediatric Block, New block ✓ Free medical check-up camp, computerized eye checkup camp ✓ Artificial limb camp ✓ Distribution of tricycles
MCF	<ul style="list-style-type: none"> ✓ Free eye check-up and cataract surgery camps ✓ Distribution of free spectacles ✓ Free medical and dental check up camps
UBL	<ul style="list-style-type: none"> ✓ Free medical and eye check-up camps ✓ Constructed health center ✓ Donated a wheel chair, tricycles and orthosis for needy students ✓ constructed a garbage bin

Table 5 shows that CSR initiatives in health by three industries in Dakshina Kannada. Regularly these companies organize health check-up camps for the community people. MRPL and UBL Company gave special importance for physical challenged people by proving the necessity. Moreover the MRPL Company gave much attention for develop the medical equipment of Government Hospital of Mangalore. The MCF Company lack in health initiatives

Comparative analysis of other CSR initiatives

Table 6

Company	CSR initiatives
MRPL	<ul style="list-style-type: none"> ✓ Village adoption - development ✓ Self help groups ✓ Training on various skill developing activities ✓ Renovation of the government museum
MCF	<ul style="list-style-type: none"> ✓ Adoption of village –Development ✓ Formation of a Mangala Farm Club ✓ Training program ✓ Cultural and sports ✓ Krishi Mela ✓ Financial assistance for auditorium
UBL	<ul style="list-style-type: none"> ✓ Nil

Table 6 shows that other CSR initiatives by three industries in Dakshina Kannada. The MRPL and MCF adopted the villages for development. Under this initiatives training program is given

by both MRPL and MCF. Only MCF gave much attention for formers.

A firm cannot ignore the problems of the environment in which it operates. The MRPL and MCF have green belt to reduce the environment pollution. Only MRPL have rehabilitation colony with basic infrastructure facility.

Conclusion:

Quoting words of Mahatma Gandhi “You must be the change you wish to see in the world” is fairly apt for businesses these days. The concept of Corporate Social responsibility has gained prominence from all avenues. In Dakshina Kannada district the industries participation in CSR initiatives are not up to the mark. Industries should focus on more elements of CSR such as environmental protection, waste management, women empowerment, public private participation in infrastructure development and empower the water resources. Industries realized that social change is only possible by joining the hands with government and society for improvement of the community people.

References

- 1 Baxi, C.V. and Prasad Ajit (2005), Corporate Social Responsibility Concepts and Cases, The Indian Experience. New Delhi: Excel Books.
- 2 Balachandran V. and Chandrasekaran V. (2013), Corporate Governance, Ethics and Social Responsibility. New Delhi : PHI Learning Private Limited
- 3 Foley Paul and Jayawardhena Chanaka(2001), Corporate Social Responsibility in the IT Industry. London: The Stationery Office
- 4 Jatana Renu and Crowther David (2007), Corporate Social Responsibility Theory and Practice with Case Studies. New Delhi: Deep & Deep Publications Pvt, Ltd,
- 5 Kothari C.R. (2006), Research Methodology Methods and Techniques. New Delhi : New Age International Publishers
- 6 Kumar Ritu (2004), “Acknowledging Progress, Prioritizing Action”, Background Paper, National Seminar on Corporate Social Responsibility, New Delhi
- 7 Moore Frazier, H. and Kalupa Frank B. (1985), Public Relations Principles, Cases and Problems. New Delhi: Sutjeet Publications.
- 8 www.coastaldigest.com
- 9 www.mangalorechemicals.com
- 10 www.mrpl.co.in
- 11 www.thehindubusinessline.com
- 12 www.unitedbreweries.com/location-mangalore.aspx