

CHAPTER - 5
CORPORATE SOCIAL RESPONSIBILITY:
PUBLIC SECTOR CORPORATIONS

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CHAPTER - 5

CORPORATE SOCIAL RESPONSIBILITY: PUBLIC SECTOR CORPORATIONS

“Service that is rendered without joy helps neither the servant nor the served. But all other pleasures as possessions pale into nothingness before service which is rendered in a spirit of joy”. - Mahatma Gandhi

INTRODUCTION

The public sector is usually composed of organizations that are owned and operated by the government. This includes federal, provincial, state, or municipal governments, depending on where you live. The public sector is that portion of society controlled by national, state or provincial, and local governments (Margaret Rouse, 2010).

Public Sector means the various economic, industrial and commercial activities taken up by the State i.e., Central Government, State Government, Union Territories or local self-governments. The public sector in India has taken up projects involving highly sophisticated technology and difficult construction. It has played a very important role in the economic development of country. They are the medium through which rapid industrial development has resulted. They have helped in producing enough infrastructural facilities (production of electricity, coal, steel, petroleum etc.) so that private sectors may grow. Even in the agricultural field the Green Revolution could be possible through public sector by providing power and fertilizers (Swati Gupta, 2012).

The public sector enterprises cover all those undertakings which are wholly or partly owned to the extent of at least 51% of the share capital by the state. There are normally 3 forms of public sector companies in India (i) Limited Companies formed under Companies Act in which at least 51 per cent shares are held by the state (ii) Statutory Corporations set up through an Act of Parliament, for example, Food Corporation of India, Life Insurance Corporation, Industrial Finance Corporation, Unit Trust of India etc. and (iii) Holding Companies formed under Companies Act.

These Companies have a hold on the already set up Companies Act as an institutional buffer between the companies and the Government, for example Steel Authority of India, National Textiles Corporation etc. In addition to these forms, there are several Departments of Public Undertaking like Ordnance Factories, Railways, Post and Telegraph, Telephones etc. These Undertakings are directly run by the government and therefore do not normally come under the purview of public sector enterprises.

The public sector referred to as the state sector or the government sector, is a part of the state that deals with either the production, ownership, sale, provision, delivery and allocation of goods and services by and for the government or its citizens, whether national, regional or local/municipal. Examples of public sector activities are range from delivering social security, administering urban planning and organizing national defense. Complete outsourcing or contracting out, with a privately owned corporation delivering the entire service on behalf of government. This may be considered a mixture of private sector operations with public ownership of assets, although in some forms the private sector's control and/or risk is so great that the service may no longer be considered part of the public sector (Barlow et al., 2010). In spite of their name, public companies are not part of the public sector; they are a particular kind of private sector company that can offer their shares for sale to the general public, i.e. to anyone willing to buy them (as opposed to a privately owned company, shares of which can be sold to someone only if the owner of the shares agrees to sell them).

5.1 HISTORY AND DEVELOPMENT OF PUBLIC SECTOR IN INDIA

Since independence, Central and State Public Sector Undertakings (PSUs) play a prominent role in India's industrialization and economic development. A predominantly agrarian economy, a weak industrial base, low savings, inadequate investments and lack of industrial facilities called for state intervention to use the public sector as an instrument to steer the country's underlying potential towards self-reliant economic growth. The macroeconomic objectives of Central PSUs have been derived from the Industrial Policy Resolutions and the Five Year Plans. State-level Public Sectors Enterprises (State PSUs) were established because of the rising need for public utilities in the states. These PSUs operated in public utilities such as railways, post and telegraph ports, airports and power and contributed significantly

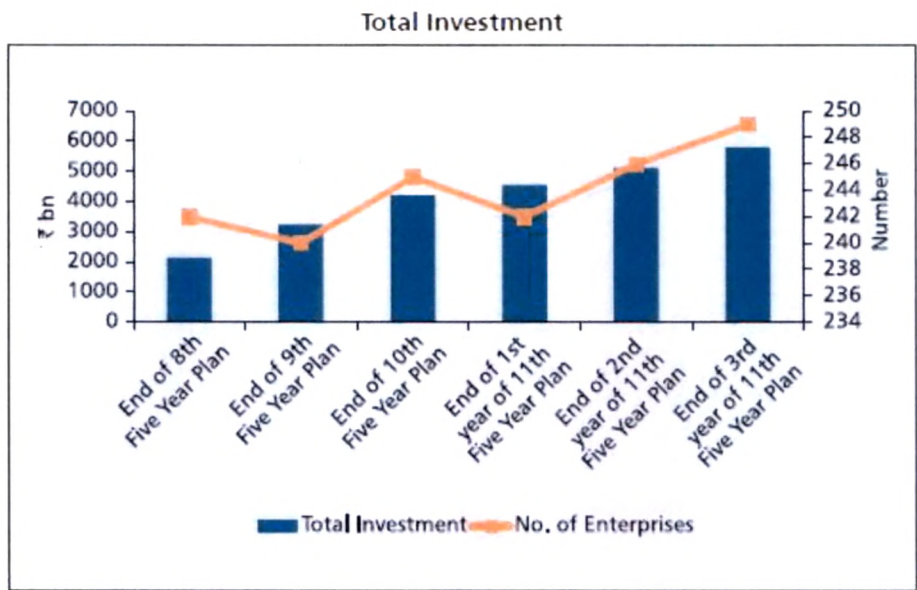
towards infrastructure development in India. Since its inception during the First Five Year Plan, many public sector undertakings performed exceptionally well in wealth creation for the country (Bradstreet, 2011) .

Many Central PSUs, particularly the *Maharatnas*, are already global players matching the best global firms in their field of operations. One of the important reasons for the excellent performances of Central PSUs during the recent years was the empowerment of the boards of such profit making Central PSUs by the Government leading to greater autonomy. Consequently, such PSUs have been able to effectively use this autonomy to enhance their performance and operate on commercial lines.

Public sector enterprises in India have grown from only five enterprises post-independence and with an investment of 0.3 billion in the year 1951 to 249 enterprises as on Mar 31, 2010. Aggregate investment in Central PSUs has been increasing over the years. Total investment, including equity plus long-term loans of Central PSUs went up from 5,135.32 billion in FY09 to 5799.20 billion in FY10, growing 12.93%. As on March 31, 2010, there were 94 mega projects costing 10 billion and above and 44 major projects costing between 1 billion and 10 billion.

The evolution of PSUs can be divided into three distinguished phases - 1) The pre-independence era; 2) The post-independence era; and 3) The post-liberalization period. The fourth period could perhaps be the one following the recent global economic crisis. During the pre-independence era there were few public enterprises, namely the railways, the posts and telegraph, the port trust, All India Radio and the ordinance factories, among few other government managed enterprises. During the post-independence era, the Industrial Policy Resolution 1956 was implemented and several strategies specific to the public sector were defined in policy statements in 1973, 1977, 1980 and 1991. The post liberalization era which commenced from 1991 saw the Government introducing the concept of *Maharatna*, *Navratna* and *Miniratna* to accord greater financial and managerial autonomy with the aim of incurring higher capital expenditure apart from forming JVs within the country as well as outside. The period following the recent global economic downturn was one of Government infusing capital into the economy. In order to boost sectors such as real estate, agriculture and small enterprises, Government of India, through public sector banks,

provided capital at lower interest rates. These initiatives of the Government helped contain serious after effects of the economic meltdown while keeping a tab on inflation.



Source: DPE, Public Enterprises Survey 2009-2010

The Public Sector Undertakings of Indian Government, number more than 200 commercially functioning companies. The Public Sector Undertaking companies are better known by their shorter initial form of PSU. These undertakings are divided into two parts: State and Central. The Indian Public Sector Undertakings are legal business entities. These Undertakings are companies that have their management control with the Indian Government. Majority of the Public Sector Undertakings in India have their shares actively traded in the stock markets of the country. A number of PSU's are highly profitable and denoted as '*Navaratnas*'. A prominent example of a *Navaratna* is ONGC. All Public Sector Undertakings of the Government of India does business with the aim of generating a monetary profit. The management structure of PSU's consists of a dominant partner in the form of the Indian Government. The other partners are usually not government related. A Public Sector Undertaking or PSU has a number of advantages compared to its peer companies in the private sector. The PSU's have ready access to funds when required. The companies usually take the form of large corporations and support people through mass employment.

PSUs contributed significantly to the country's economy. As on Apr 30, 2011, of the total 247 Central PSUs and their subsidiaries only 50 were listed; of these, 47 that were listed at the Bombay Stock Exchange (BSE) constituted 22% of the total market capitalization of 4,946 companies listed on the BSE (Bradstreet, 2011).

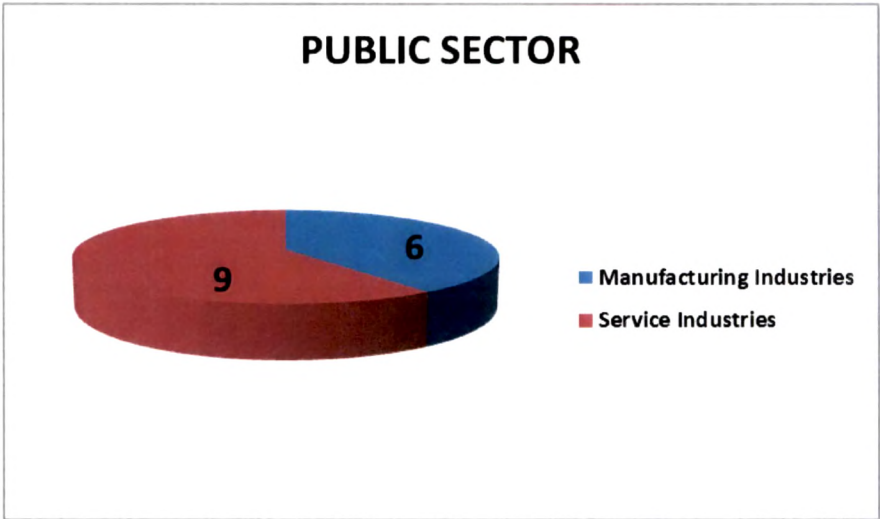
Number of Public Sector Companies selected for data collection:

Public Sector	CSR Activities at Vadodara	CSR Activities not at Vadodara but elsewhere
Manufacturing Industries	09	04
Service Industries	06	04
Total	15	08
Grand Total: 23		

Selected public sector companies in Vadodara region where CSR activities are carried in Vadodara. The following are the list of selected Public Sector Companies (15) located in Vadodara region, comprising both manufacturing sectors and service sectors and carrying out their CSR activities in Vadodara.

Sr. No	Manufacturing Sector	Sr. No	Service Sector
1	Gujarat State Fertilizers and Chemicals Limited (GSFC)	7	Gujarat Industries Power Company Limited (GIPCL)
2	Gujarat Alkalies and Chemical Limited (GACL)	8	Gujarat Urja Vikas Nigam Limited (GUVNL)
3	Indian Oil Corporation Limited (Gujarat Refinery) IOCL	9	Power Grid Corporation of India Ltd.
4	Oil and Natural Gas Corporation(ONGC)	10	Baroda District Co-Operative Milk Producers' Union Ltd. (Baroda Dairy)
5	GAIL India Limited	11	Bank of Baroda (BOB)

6	IOT Anwasha Engineering and Construction Ltd.	12	Vadodara Municipal Corporation (VMC)
		13	Indian Railway
		14	State Bank of India (SBI)
		15	National Bank for Agriculture and Rural Development (NABARD)



5.2 DATA ANALYSIS OF PUBLIC SECTOR CORPORATIONS: CSR ACTIVITIES ARE CARRIED OUT IN VADODARA REGION

5.2. i Gujarat State Fertilizers and Chemicals Limited (GSFC)

Introduction

Gujarat State Fertilizers and Chemicals Limited is an Indian manufacturer of fertilizer. GSFC was founded in 1967. Oil and gas discoveries in Bombay High and South Basin triggered the birth of eight new generation fertilizer plants to fulfill the growing food needs of India. GSFC manufactures fertilizers, plastics, nylons, fibers, industrial gases and varied chemicals including urea, ammonia, ammonium sulfate, sulfuric acid, phosphoric acid and di-ammonium phosphate. The company took their first step in the year 1967 by setting up of 6 plants with an initial investment of Rs 40

crore. These 6 plants started production of Ammonia, Urea, Ammonia Sulphate (AS), Di-ammonium Phosphate (DAP), Sulphuric Acid and Phosphoric Acid. In the year 1969, the company began their phase 2 expansion by expanding the ammonia and urea production. In the year 1974, they began their phase 3 expansion due to diversification of products. GSFC is located in Vadodara, Gujarat, on the Vadodara-Ahmedabad National Highway.

GSFC has created more than 24 brands of fertilizers, petrochemicals, chemicals, industrial gases, plastics, fibers and other products. Industrial Products under this it manufactures Anhydrous Ammonia, Argon Gas, Caprolactam, Melamine, Methyl Ethyl Ketoxime, Nylon-6, Oleum and Sulphuric Acid. In Agro products segment, the company manufactures a range of fertiliser, bio-fuels and seeds. In Biotech products, the company manufactures range of biotech products under various brands such as Sardargib, Sardar Eco Green, Sardarvam, Sardartrap and Sardarlures, Sardarneem, Sardaramin and Sardaramin Granules.

CSR Activities

The CSR policy of GSFC is stated as “We at GSFC are committed to Development, encourage and help various initiatives for sustainable development, water efficiency, optimizing use of water, education and environment improvement, empowerment of physically challenged community and helping society during natural calamities. We recognize that we must integrate our business values and operations to meet the expectation of all our stakeholders i.e. customers, employees, regulators, investors, suppliers, the community and the environment”.

GSFC, a Responsible Care Awarded company contributes towards Mid-Day Meal Scheme run by The Akshaya Patra Foundation. The Akshaya Patra Foundation, which provides nutritious and hygienic food to around 617 schools with 50,000 children in Vadodara city and Talukas. GSFC has put street lights on village roads and has constructed bus-stand and other facilities for nearby villages. GSFC has spearheaded Biogas as an alternative energy source and has installed over 22000 Biogas plants. The company distributed gas stoves to around 5000 Anganwadis in 2010.

Around Rs.1.50 crore has been contributed towards capital expenditure and committed to contribute Rs.3.36 crore for operating expenditure in 3 years. GSFC extends financial support to “Society for Village Development”, NGO working in the field of developing village infrastructure, sanitation, water recharging, education, youth activities, health awareness, etc. GSFC has allocated budget of Rs.1.22 crore for construction of 1750 Household Sanitary Latrines (HSL) for families living in surrounding villages. GSFC has provided computer system, software, 29” colour television and speakers to school in Dashrath village to enable multimedia computer based training for students. GSFC conducts various medical camps in nearby villages like eye check-up camps, blood donation camps, etc. For providing drinking water, the company has built up many overhead tanks and water connections for nearby villages.

GSFC has constructed school and college buildings, donated funds for library facility to the rural youth and encourage young children for primary schooling. GSFC organizes various sports camps and also has job facility on sports quota for upcoming youth talents. In order to create healthy environment, GSFC educates youth about the environment and safety measures and cleanliness. GSFC has promoted many gardens circles and assisted Barodians in maintenance of common infrastructure and spreads awareness on benefits of trees, green surroundings and also distributes seedlings of Banyan, Pipal and Neem trees to NGOs, Panchayats, Schools of nearby villages. So far, they have planted more than 1.5 lakh trees of Banyan, Pipal and Neem in all their 4 units.

Since 1993, every year GSFC imparts knowledge to young people residing in surrounding villages regarding chemicals being handled by GSFC. The training covers areas like safety, environment, civil defense; disaster management etc. creates awareness regarding actions to be taken during unlikely emergency situation.

Beneficiaries Account

School Children, village people, local communities, women and youth are the main beneficiaries who are located in Bajwa, Karachiya, Dashrath, Ranoli, Chhani etc. The beneficiaries said that they are getting water through the water tanks which are constructed by GSFC and also have Household Sanitary Latrine (HSC) constructed by

GSFC for poor villagers. Consultation with village Sarpanches (Village Headman) is also held for CSR implementation by the GSFC officials. The authority of the Akshaya Patra Foundation has stated that GSFC is also contributing to mid-day meal program in Vadodara.

5.2.ii Gujarat Alkalies and Chemical Limited (GACL)

Introduction

Gujarat Alkalies and Chemicals Limited was incorporated on 29th March, 1973 in the State of Gujarat by Gujarat Industrial Investment Corporation Limited (GIIC), a wholly owned company of Government of Gujarat, as a Core Promoter. GACL has two units located at Vadodara and Dahej, both in the State of Gujarat. It has integrated manufacturing facilities for Caustic Soda, Chlorine, Hydrogen Gas, Hydrochloric Acid, Chloromethanes, Hydrogen Peroxide, Phosphoric Acid, Potassium Hydroxide, Potassium Carbonate, Sodium Cyanide, Sodium Ferrocyanide.

Vision and Mission of the Company

Vision: To continue to be identified and recognized as a dynamic, modern and eco-friendly chemical company with enduring ethics and values.

Mission: To manage our business responsibly and sensitively, in order to address the needs of our Customers and Stakeholders. To strive for continuous improvement in performance, measuring results precisely, and ensuring GACL's growth and profitability through innovations. They demand the highest ethical standards from all and to ensure the highest quality products and processes.

CSR Activities

GACL undertakes and sponsors CSR activities in the areas of – Environment, Health and Sanitation, Education, Infrastructure and Sports and Culture. GACL identified 11 Villages around Vadodara complex and collaborated with the NGOs (SVADES and ANARDE) were engaged to undertake the activities. The company maintains DRP (Daily Progress Report) to see the implementation and progress of CSR activities. GACL Foundation Trust (GACL Education Society) is established by GACL.

Environment

First in the country to switchover to membrane cell technology from mercury cell technology, switched over from Naphtha to Natural Gas for Power Plant, received

UN's prestigious Clean Development Mechanism (CDM) projects approval, established 83.75 MW wind mills for renewable green energy. GACL is installed Solar Cooking system for canteen to use green energy and save conventional fuel. Developed Green Belt by growing more than 1, 00,000 trees. Developed and maintaining 'Klori Bird Park' at Dahej Complex.

Health and Sanitation

GACL is contributed for the medical camps organized for salt laborers (Agarias) of Bharuch district, contributed for purchase of 5 Multipara Monitors for Pediatric Intensive Care Unit of Kashiben Gordhandas Patel Children Hospital, Vadodara. Organized blood donation camps at Baroda and Dahej complexes. They organized eye check-up camps with a focus on cataract, both at Ranoli and Dahej villages. The company Co-sponsored the health survey being carried out by Department of Food and Nutrition, Faculty of Family and Community Science, The M. S. University of Baroda under Mid-Day Meal Programme. GACL has taken up new construction and repairing of Ranoli Public Health Center (PHC) and Maternity Home. Sponsored construction of 34 household sanitary latrines for BPL families at Ranoli, 91 Household Sanitary Latrines for BPL families at Dashrath villages of Vadodara district and also co-sponsored construction of 285 HSL for Sardar Sarvoar Punarvasvat Agency.

Education

The company is provided school bags, school kits and toys for Anganwadis' entrants as a part of Kanya Kelavani Mahotsav, sponsored toys for Anganwadis' entrants of tribal areas of Vadodara. They sponsored construction of a modern centralized kitchen and delivery vans for running Mid-Day Meal program by The Akshaya Patra Foundation and Committed to contribute for the operational cost for three years i.e. 2009 to 2012. The benefit has reached to about 50000 students in 118 + 32 Govt. and Government aided schools of Vadodara City and 18 villages surrounding GACL, GSFC and GIPCL, and the donor companies' establishments. Recently the same facility has been extended to Padra Taluka also, with the help of other donors.

Infrastructure

Layed RCC Roads at Sherghi, Karachia and Anagadh Villages of Baroda covering approximately 1443 mts long (4329 Sqm) roads. The company has installed a High-Mast lighting System and Traffic Island at Link Road of Bharuch. GACL has contributed for drinking water under CADP scheme at village Vav, Vagra Taluka of

Bharuch District. It has Co-sponsored construction of 4 lane RCC road along with strengthening of Railway Over-bridge at Ranoli.

Sports and Culture

They Co-sponsored Special Olympics, Bharat, for the Intellectually Disabled youth; National Cricket tournament for the Deaf at Delhi; State Ranking Tournament and National Talent Series in Tennis organized by Bal Bhavan Society, Vadodara; and Lakulish World Open Yogasan Championship - 2010 organized by Yoga and Cultural Association of Maharashtra. Sponsored vocal music programme organized by Swar Vilas, Vadodara. They contributed towards Navaratri Mahotsav for United Way of Baroda and SOS (Serve Our Society) and Co-sponsored Malhar Festival of Classical Music by Komal Nishad, Vadodara.

The policy of CSR is written by GACL as “Integrating social and environmental concerns of its stakeholders with its business operations undertaking and helping others to undertake Community Development Activities with a view to improve quality of their lives”.

GACL has recently signed MoUs during the Vibrant Gujarat Summit 2013, with Gujarat government's education department for modernization of five schools and with the state government's health department for establishment of five medical diagnostic centers.

GACL is honored for 'Best Corporate Social Responsibility Practices' during the BSE's (Bombay Stock Exchange) 7th Social and Corporate Governance Awards celebration on World CSR Day on 18th February, 2013, Mumbai. On behalf of GACL Mr. Y K Shishode, Public Relations Officer presented various CSR initiatives and received the coveted honor from Dr. Alok Bhardwaj, Executive Vice President, Canon, India.

Beneficiaries Account

Internal as well as external stakeholders, local village people, Anganwadis, etc are major beneficiaries located in Ranoli, Dashrath, Vadodara city, Dahej, Vav, Vagra Taluka of Bharuch District, Padra, Sherkhi, Karachia and Anagadh. The authority of the Akshaya Patra Foundation has stated that GACL has contributed to build the

kitchen facility at Vadodara and assisting to mid-day meal program in Vadodara. The beneficiaries said that the company has constructed roads for transportation and Anganwadis for children. Local villagers acknowledge the good will of the GACL.

5.2.iii Indian Oil Corporation Limited - IOCL (Gujarat Refinery)

Introduction

The Gujarat Refinery at Koyali in Vadodara, Gujarat, in Western India is Indian Oil's largest refinery. The refinery was commissioned in 1965-1966. Its facilities include five atmospheric crude distillation units. The major units include CRU, FCCU and the first Hydrocracking unit of the country. Gujarat Refinery is implementing a mega project worth around Rs.7000 crore to comply with the road map for supplying eco-friendly Bharat Stage-III and IV compliant MS and HSD and to upgrade the bottom of the barrel to improve the gross margin of the Refinery. The Indo-Soviet Treaty of Friendship and Cooperation in February 1961, the establishment of this site for 2 million metric ton per annum (mmtpa) oil refinery was selected on 17 April 1961. Soviet and Indian engineers signed a contract in October 1961 for the preparation of the project. Prime Minister Jawaharlal Nehru laid the foundation stone of the refinery on 10 May 1963.

The refinery was commissioned with Soviet assistance at a cost of Rs.26 crore began production in October 1965. The first crude distillation unit with a capacity of 1 mmtpa was commissioned for trial production on 11 October 1965 and achieved its rated capacity on 6 December 1965. Throughput reached 20% beyond its designed capacity in January 1966. President Sarvepalli Radhakrishnan dedicated the refinery to the nation with the commissioning of second crude distillation unit and catalytic reforming unit on 18 October 1966.

CSR Activities

IOCL provides vocational training courses on tailoring, beauty parlour, jewelry making, computer training, flower making, mehndi classes, etc. IOCL has built up many water tanks and water connections for nearby villages and tribal areas (Chhota Udeipur). IOCL is spending 25% of yearly allocated fund to development of tribal areas. IOCL has constructed Anganwadis, school and college buildings with donated books, stationeries, funds for the rural children and youth and encourage young

children for education, organizes various medical camps like blood donation camp, eye check-up, safety related trainings etc., also has job facility on sports quota for upcoming youth talents. In order to create healthy environment, educates youth about the environment and safety measures and cleanliness, tree plantation in various plants, townships, schools, allocating funds for various activities etc. Physical assets have been created in villages of Koyali, Karachiya. IOCL has promoted many gardens, circles and assisted Barodians in maintenance of common infrastructure. It established many self-help groups for women in nearby villages for the purpose of income generation. The company contributes to Mid-Day Meal Scheme run by The Akshaya Patra Foundation which provides food to school children in Vadodara city and Talukas. IOCL is being involved into various infrastructure activities like roads, funding schools, public places, etc. Gujarat Refinery or IOCL has given top most priority to tree plantation as a part of air pollution control measures. About 2 lakh trees have been planted over 139 acres land in the periphery of the Refinery. By setting up a pond spread over 3 acres; a home away from home has also been created for birds, both migratory and non-migratory. In an effort to promote and improve the health of communities in the neighborhood of areas of operation, the company runs child and maternity health centers. Child and maternity health camps are conducted at major units with the active partnership of the local communities.

Physical assets like equipment and ambulances are provided to hospitals for the common man. Deserving students from poor and needy families are given financial help through the Indian Oil Scholarship Scheme. The Corporation also supports a variety of endeavors in arts, culture, music and dance, apart from organizing various programs for the citizens.

Beneficiaries Account

Local community people, tribal belt of Chota Udeipur, students, youth and women are major beneficiaries under the CSR activities. The locations of beneficiaries nearby operation are Koyali, Karachiya, Asoj, Undera, Bajwa etc. The beneficiaries shared that they sometime send applications to the company on various issues/problems faced by local communities which were mostly attended by the IOCL authorities. Villagers get benefited from the medical camps organized by the company.

5.2.iv Oil and Natural Gas Corporation (ONGC)

Introduction

ONGC is an Indian multinational oil and gas company headquartered in Dehradun, India. It is one of the largest Asia-based oil and gas exploration and production companies, and produces around 72% of India's crude oil and around 48% of its natural gas. It is one of the largest publicly traded companies by market capitalization in India. ONGC has been ranked 357th in the Fortune Global 500 list of the world's biggest corporations for the year 2012. It is also among the Top 250 Global Energy Companies by Platts. ONGC was founded on 14 August, 1956 by the Indian state, which currently holds a 69.23% equity stake. It is involved in exploring for and exploiting hydrocarbons in 26 sedimentary basins of India, and owns and operates over 11,000 kilometers of pipelines in the country. Its international subsidiary, ONGC Videsh, currently has projects in 15 countries across the Globe.

ONGC was set up under the visionary leadership of Pandit Jawahar Lal Nehru. Pandit Nehru reposed faith in Shri Keshav Dev Malviya who laid the foundation of ONGC in the form of Oil and Gas division, under Geological Survey of India, in 1955. A few months later, it was converted into an Oil and Natural Gas Directorate. The Directorate was converted into Commission and christened Oil & Natural Gas Commission on 14th August 1956. In 1994, Oil and Natural Gas Commission was converted into a Corporation, and in 1997 it was recognized as one of the Navratnas by the Government of India. Subsequently, it has been conferred with Maharatna status in the year 2010.

Over 56 years of its existence ONGC has crossed many a milestone to realize the energy dreams of India. Today, Oil and Natural Gas Corporation Ltd. (ONGC) is, the leader in Exploration & Production (E&P) activities in India having 72% contribution to India's total production of crude oil and 48% of natural gas. ONGC has established more than 7 Billion tonnes of in-place hydrocarbon reserves in the country. In fact, six out of seven producing basins in India have been discovered by ONGC. ONGC produces more than 1.27 million Barrels of Oil Equivalent (BOE) per day. It also contributes over three million tonnes per annum of Value-Added-Products including LPG, C2 - C3, Naphtha, MS, HSD, Aviation Fuel, SKO etc.

CSR Activities

CSR programs are focused on disaster relief management; water management projects include drain water harvesting; and Community Development Programs. ONGC, Vadodara is involved in various community development programs like promoting literacy and higher education by providing grants or scholarships to the economically disadvantaged. Donating money for the construction and renovation of schools, provide benches, water tanks etc. Promoting healthcare by organizing various medical camps i.e. eye checkup camps, general checkup, mobile dispensaries, etc. ONGC participated in promoting sports and cultural events. The company provides help in natural calamities. Awareness events on environment, tree plantation are also major part of CSR. ONGC is especially focuses on nearby operational areas and provide compensation to local people due to land acquisition, provide crop compensation also.

At Vadodara Asset, CSR activities are done in coordination with NGOs, Government Agencies and they try to be associated with government plans/schemes. They have been doing few baseline surveys, need assessment through the MSW students of The M.S. University of Baroda, Vadodara. ONGC helps with 40 lac to Roshni project which is run by Don Bosco for the improvement of slum areas in Vadodara where Self Help Groups (SHG) were formed within that slum. ONGC provided medical ICU/ICCU room facility in SSG hospital, Vadodara by investing approximately one to two crore. ONGC provided assistance to physically disabled people, distributed tri-cycles, organized cricket tournament, vocational training to blind people. Under the project Mokshada, the company and Mokshada Paryavaran Evam Van Suraksha Samaiti expended the canvas to provide Mokshada Green Cremation System (MGCS), uses significantly less wood. 10 MGCS units were established across the cities of Vadodara, Cambay, Ahmedabad and Delhi.

Beneficiaries Account

Students, children, village youth and women, rural villages nearby etc. are beneficiaries located in Makarpura, Tarsali etc. The SSG hospital authority, Vadodara said that they have received good amount of money to construct ICU/ICCU room facility. Interactions with students of The M.S. University under the study project of CSR in the company revealed that they are getting good learning and practical exposure which will be helpful to them in their career.



Source: ONGC Sustainability Report 2011-2012

5.2.v GAIL (India) Limited

Introduction

GAIL (India) Limited is the largest state-owned natural gas processing and distribution company headquartered in New Delhi, India. It has the following business segments: Natural Gas, Liquid Hydrocarbon, LPG Transmission, Petrochemical, City Gas Distribution, Exploration and Production, GAILTEL and Electricity Generation. GAIL has been conferred with the Maharatna status on 1 Feb 2013, by the Government of India. Currently only six other Public Sector Enterprises (PSEs) enjoy this coveted status amongst all central CPSEs. GAIL India Limited was incorporated in August 1984 as a Central Public Sector Undertaking (PSU) under the Ministry of Petroleum and Natural Gas (MoP & NG).

GAIL (India) Limited was incorporated in August 1984 as a Central Public Sector Undertaking (PSU) under the Ministry of Petroleum & Natural Gas (MoP & NG). The company was previously known as Gas Authority of India Limited. It is India's principal Gas transmission and marketing company. The company was initially given the responsibility of construction, operation and maintenance of the Hazira-Vijaypur-Jagdishpur (HVJ) pipeline Project. It was one of the largest cross-country natural gas pipeline projects in the world. Originally this 1800-kilometre-long pipeline was built at a cost of INR1700 crore (US\$260 million) and it laid the foundation for development of market for natural gas in India. GAIL commissioned the 2,800 kilometers (1,700 mi) Hazira-Vijaipur-Jagdishpur (HVJ) pipeline in 1991. Between

1991 and 1993, three liquefied petroleum gas (LPG) plants were constructed and some regional pipelines acquired, enabling GAIL to begin its gas transportation in various parts of India.

GAIL began its city gas distribution in New Delhi in 1997 by setting up nine compressed natural gas (CNG) stations. In order to secure Gas for its mainstream business Exploration and Production department was created. Today GAIL is a partner in the Dawoo-OVL led consortium in two offshore blocks in Myanmar which has made a gas discovery. Bulk of its blocks are located in India in the prolific basins of Cambay, Assam-Arakan, Mahanadi, Krishna Godavary Deep water and on land, Cauvery on land and deep water and western offshore.

CSR Activities

GAIL has identified seven trust areas of CSR with total allocation as follows:

Sr. No	Trust Areas	Allocation %
1	Environment Protection and Horticulture	20%
2	Infrastructure Development	15%
3	Drinking Water and Sanitation	10%
4	Health Care and Medical Facility	20%
5	Community Development	10%
6	Education and Literacy Enhancement	10%
7	Skill Development and Empowerment	15%

An amount of Rs. 3, 06, 67,000.00 (Three Cr. Six Lac and Sixty Seven Thousands only) was spent under CSR up to the financial year of 2010-11 by Vadodara office. Investment in infrastructure by GAIL includes contribution of Rs. 53.63 Lac for construction of two Bal Gokulam project in Karelibaug, Vadodara - a multipurpose children home for providing shelter to orphan child which was inaugurated by hon'ble chief minister of Gujarat Narendrabhai Modi on 22nd May, 2010. GAIL has purchased one food delivery vehicle with inbuilt utensils for distribution of Mid-Day Meal through The Akshaya Patra Foundation. Rs. 5 Lac spent for conducting Thalassemia Blood Checkup camps and Screening Tests for 2000 school going students in the

tribal belt of Chota Udeipur, Kavant and Naswadi in Vadodara by Indian Red Society, Gujarat State Bank, Ahmedabad (2009-10). An amount of Rs. 2 Lac was spent for providing furniture to Deaf and Dumb College, Karelibaug run by Mook Dhvani Trust (2008-09). Rs. 3.25 Lac for furniture and equipment for setting up Vocational Training Unit for children with Autism Spectrum Disorders, Mental Retardation and other Multi Disabilities to Special School and Autism Centre run Disha Charitable Trust (2008-09). Maintenance of existing traffic island, tree guards at Fatehgunj Circle to United Way Circle; existing green belt and bus shelters in front of Airport and Makarpura bus depot through Sulabh (2008-09).

Rs. 7.20 Lac was spent on providing financial support under Adopt-A-Gran program for basic needs like food, ration, clothing etc. for leprosy cured 100 older persons living in the surrounding villages in Vadodara through HelpAge India, an NGO. Investing Rs. 10 Lac for organizing corrective surgeries and distributed medical appliances like wheel chairs, tricycles, prosthesis to disabled persons etc., with Rs. 3 Lac spent on 6 seated Mobile Toilet Unit for public gathering and slum clusters in Vadodara for clean and green and better environment through Sulabh International Social Service Organization, Ahmedabad (2007-08). GAIL has constructed table tennis court at Bal Bhawan Society, Vadodara for promoting sports facilities.

Beneficiaries Account

Tribal people, physically challenged, village people, patients, children and youth, etc. are beneficiaries situating around Karelibaug, Fatehgunj, Makarpura, Chota Udeipur, Kavant, Naswadi etc. Bal Gokulam project started in Karelibaug, Vadodara providing shelter to orphan children. Tree guards at Fatehgunj Circle to United Way Circle, existing green belt and bus shelters in front of Airport and Makarpura bus depot have seen as part of CSR activities.

5.2.vi IOT Anwesha Engineering and Construction Ltd. (IOTAEC)

Introduction

Founded in 1996, IOT Anwesha Engineering and Construction Ltd. is the company in the field of engineering, construction and manufacturing. It is a subsidiary of IOT Infrastructure and Energy Services Limited, a joint venture of Indian Oil Corporation Limited and Oil Tanking GMBH. It is a mechanical construction with a niche in

fabrication and erection of large storage tanks, pressure vessels, silos and small poised spherical vessels. IOTAEC has two manufacturing Units at Savli, Vadodara and the third State of the Art Unit is also commissioned to serve the growing needs of Clients in the Refinery, Petrochemical, Fertilizer, Chemicals, and Power and Energy industries.

CSR Activities

IOT Anwesha has establishment IOT Aatmiyata Trade Training Centre. IATTC inputs Vocational Training in Carpentry, Plumbing, Welding and gardening to the “Not so fortunate”. While the training school has commenced operations, the MSF has taken up a Project at Sindhrot Village, Vadodara to build state of the Art infrastructure suitable for providing Vocational Training for the under privileged and weaker sections of society. The training institute has started giving different trainings w.e.f. 1st August, 2011 in Carpentry, Grinding, Gardening, Welding, Massonery, Fittering and Gas Cutting.

The company once initiated activity of paper bags making and distributed to local vegetable venders. It has its own foundation named as “Manav Seva Foundation”. Manav Seva has established Gyan Mandir to promote Yoga, Meditation, Ayurvedic Treatment and other “Art of Living” Courses. Gyan Mandir is a huge hall wherein all the activities of Manav Seva take place. Art of living courses are taken by volunteers from Sri Sri Ravi Shankar’s The Art of Living Foundation. The foundation distributes food and clothes to the underprivileged families and the families affected through natural calamities. It gives educational grant and scholarship to needy students every year. So far such educational grants/scholarship given to 50 students out of which during 2010 they have given scholarship to 12 students. Manav Seva Foundation is organizing Ayurvedic and Homeopathic medical camp every week.

Beneficiaries Account

Youth and women, under privileged families, children and students etc. are beneficiaries located mainly near Sindhrot, and in and around Vadodara. The beneficiaries said that they have received scholarship when they have scored good result in Board examinations.

5. 2.vii Gujarat Industries Power Company Limited (GIPCL)

Introduction

GIPCL was incorporated in 1985 as Public Limited Company under the auspices of Government of Gujarat. The company is engaged in business of Electrical Power Generation. The total present capacity of Vadodara and Mangrol plants is 815 MW. The company is having its registered office at P.O. Petrochemical, Vadodara. It commissioned its first power project; a 145 MW gas based Combined Cycle Power Plant in February, 1992 at Vadodara. Power from this plant is distributed to its promoters in proportion to their original equity holding. Nearly 63% shares in the company are held by the State Government Companies and GUVNL.

CSR Activities

GIPCL is co-sponsoring a Mid-day Meal Scheme run by The Akshaya Patra Foundation at Vadodara. GIPCL has adopted ITI's in the remote tribal belts of Jhankhvav (Dist: Surat-Gujarat) and Dediapada (Dist: Rajpipla- Gujarat). Development Efforts for Rural Economy and People (DEEP) is a Trust, promoted by GIPCL to undertake Social Developmental Activities which are basically aimed at Infrastructure and Community Development program in its operational areas. CSR activities focus on school infrastructure, Anganwadis, drinking water with water cooler and RO System, sanitation facilities, drainage system, toilet sanitary blocks for individual and schools, Bal Ghar development, dairy Co-operative buildings, recreational park, computer system, sponsorship to meritorious students etc. The other CSR activities are organizing various free health camps like General Checkup, Sickle Cell, and Eye camp and also organized tricycle distribution to physically challenged, infrastructure facilities to Primary Health Centre (PHC) and Community Health Centre (CHC). GIPCL also contributed to green belt development of mining land periphery, in and around power station and township. They have formed many Self Help Groups of micro finance and skill development for self-employment. Self-development includes trainings on tailoring, beauty parlour, lace patti embroidering, home decoration, Jari work (Silk industry). Livelihood programs include training to youth in behavioral, computer and technical, English class, animal husbandry, agri productivity. Under Capacity building, activities are Panchayat Raj Institutions (PRIs), strengthening Mahila Sammelan (women empowerment) etc.

GIPCL has been conferred with two Awards of Excellence 2011 by the FGI.



Awards	Donor
Outstanding Contribution in the Field of Corporate Social Responsibilities (CSR)	Federation of Gujarat Industries (FGI)
Rural Development by Individual, NGO or Institution	Federation of Gujarat Industries (FGI)

The award also carries a cash prize of Rs. 50,000/- (Rupees Fifty Thousand). Awards were given by the Hon’ble Chief Minister of Gujarat, Shri Narendra Modi, at a function held on 10th September, 2012 at FGI Business Centre, Vadodara.

Beneficiaries Account

Local communities, children, students, residents, women and youth, physically challenged etc. are main beneficiaries located in Vadodara and Surat operational areas. The authority of Akshaya Patra Foundation shared that the company contributed to build the kitchen facility and other facilities.

5.2.viii Gujarat Urja Vikas Nigam Limited (GUVNL)

Introduction

The Gujarat Urja Vikas Nigam Limited is an electrical services umbrella company in the state of Gujarat. It was set up in May 1999 and is registered under the Companies Act, 1956. The Company was created by the Gujarat Electricity Board (GEB) as it’s wholly owned subsidiary in the context of liberalization and as a part of efforts

towards restructuring of the power sector with the aim of improving efficiency in management and delivery of services to consumers.

CSR Activities

The CSR activities of GUVNL include renovation of Bhaili Government Primary School, Vadodara; construction of Exhibition Hall at Vadodara Community Science Center; construction of class rooms and Miscellaneous civil work for primary school at Dhinod (Kosamba); Lalpur Primary school Development in Mehsana; sponsoring certain activities for citizens; awareness campaign for energy conservation; accident prevention; conducting various competitions for school children; allowing students for project work etc.

Beneficiaries Account

Citizens, school children, employees are main beneficiaries of the company. The interactions with employees shared that they are getting all basic facilities and welfare schemes which under government sector employees get.

5.2.ix Power Grid Corporation of India Ltd.

Introduction

Power Grid Corporation of India Ltd. is an Indian state-owned electric utilities company headquartered in Gurgaon, India. Power Grid wheels about 50% of the total power generated in India on its transmission network. Power Grid was incorporated in 1989 and based on its impeccable performance. Government of India categorized it as the Miniratna Category - I PSU w.e.f. Oct'98. Further, recognizing the role of POWERGRID in the overall development of Indian power sector and its consistent performance as per benchmark parameters stipulated by Department of Public Enterprise (DPE) "Navratna status" was conferred to POWERGRID w.e.f. 1 May 2008.

In 1980, the Rajadhyaksha Committee on Power Sector Reforms submitted its report to the Government of India suggesting extensive reforms in the Indian power sector. Based on the recommendations of the Rajadhyaksha Committee, in 1981 the Government of India took the policy decision to form a national power grid which would pave the way for the integrated operation of the central and regional

transmission systems. Pursuant to this decision to form a national power grid, Power Grid was incorporated on 23 October 1989 under the companies Act, 1956 as the National Power Transmission Corporation Limited, with the responsibility of planning, executing, owning, operating and maintaining the high voltage transmission systems in the country. The company received a certificate for commencement of business on 8 November 1990. Subsequently, the name of the company was changed to Power Grid Corporation of India Limited with effect from 23 October 1992. As on 30 September 2010, the total number of holders of Equity Shares of our Company is 792,096.

CSR Activities

All Sub-stations actively participated to undertake activities in their neighborhood areas with a focus on different thrust areas like Education, Health-care, Infrastructure Development, Ecology and Environment Conservation, Developmental Programmes in Tribal areas etc. Health checkup, vaccination camps to school children were organized at Village Bamhorisheikh and in nearby villages. The patients were inspected and free medicines worth Rs. 27000/- were distributed and all other medical services extended to the patients free of cost. Total 550 patients were responded from the villages. A Veterinary health checkup camp was organized for the domestic animals like Cows, Buffaloes, Dogs, Sheeps etc. Power Grid assisted the villagers specially the scheduled castes and scheduled tribes for mitigating their problems by treating their live stocks. Total 120 animals were treated and injected/provided medicines free of cost. Beneficiaries were residents of 7 villages. Fifteen (15) Ceramic Steel Green Chalk Boards were supplied and installed to 10 schools of nearby 7 villages. These schools are located in SC/ST villages. Other CSR activities include installation of Solar LED lights with 56 Watts Solar LED lights having operating hours of 12 hours and guaranteed for 10 Years. Free Computer Training Programs organized at Damoh Sub-station through M/s SACT, distribution of computers, construction of water tank, installed 500 ft bore well at Industrial Training Institute, Bargi, toilet for school, repairing of roads, tree plantation at surroundings of sub-stations, around 700 plants were planted in nearby schools 300 plants were distributed to the villagers and farmers, distributed benches, tables, chairs to schools, sponsorship for sports event “KHEL UTSAV – 2011” etc. Scholarships are provided to 8 girl students of 10th and 12th class from Scheduled Castes /Scheduled Tribes and

other backward class families. Total Rs. 30000/- were distributed equally among the 8 students.

Beneficiaries Account

Beneficiaries included are women, youth, poor villagers of SCs/STs, backward families, students etc. located all nearby sub stations i.e. Bamhorisheikh, Gungi, Gungitola, Dhanora, Basahari, Bamhorisheikh, Ghai, Belai, Harsoli, Addupura, Shahpura, Damoh, Khajira etc. Beneficiary schools are - Primary school Bhoi, Vadodara; Sardar Vidyarthi Ashram, Dehgam; Primary school, Vatva and Primary school Ganeshpura. The women who have trained under empowerment program said they have gone through the trainings conducted by Power Grid and few of them started their own small business.

5.2.x Baroda District Co-Operative Milk Producers' Union Ltd. (Baroda Dairy)

Introduction

It is a district level milk processing industry established in the year 1957 registered under Gujarat State Co-Operative Societies Act. The farmers elected their representatives from the village societies and the district union. They employ professionals to operate the dairy and manage its business. The aim is to provide remunerative returns to the milk producers and serve the interest of Indian consumers by providing quality milk products through federation M/S Gujarat Co-Operative Milk Marketing Federation Limited. The dairy is having ISO 14001 and ISO 22000 Standards.

The credit of the establishment and development of the Vadodara Sangh, goes to Dr. Varghese Kurien, the guiding light of the 'White Revolution'. He backed the efforts of the Sangh with a generous declaration that any losses incurred by the Sangh in its initial years will be borne by the Amul Dairy. With the development and enlargement of the institution, 26-acre land of the Makarpura, Tarsali Road, which was acquired with co-operation from the VMC and 50,000 liter capacity plant, was setup in 1962. With increasing milk production, a modern dairy plant inaugurated by Shri Morarji Desai was set up on 26th April 1965.

CSR Activities

The Sangh has taken up projects of various self-leadership programs like VMS, women's leadership programs and also projects for educating farmers about hygienic milk production. Tree plantation program in Vadodara district through affiliated primary village Co-operative milk societies, total 71,970 trees have been planted (April 2012 to Feb 2013). Baroda Dairy has set up Animal Breeding Centre (ABC) with the objective of developing genetically superior milk breeds to rising per animal productivity. Integrated dairy development project (Vanbandhu Kalyan Yojana), which is chief minister's ten point program was offered to Baroda Dairy. This project was implemented by the union for 5 years i.e. 2007 to 2012. BPL families having score 0-16 particularly the schedule tribes, are selected for this project. Government has allotted the grant of Rs.17.20 crore, out of which Rs.15.94 crore were utilized for the purpose of milk giving cattle purchase and other related infrastructures. During these years total 11,208 beneficiaries were identified out of which 9,255 beneficiaries were approved for loan by GTDC, out of which finally 8,545 beneficiaries were got benefited. The beneficiaries were given training before the procurement of milk animals i.e. buffalo or cow, then provided the cattle, utensils' set, hand operated chaff cutter, fodder seeds, and 3 years cattle insurance with the help of government subsidy.

Under New Gujarat Pattern Yojna, grants were provided to tribal talukas like Chhota Udeipur, Jetpurpavi, Kawant, Naswadi and Shakeda. There are 3 heads such as 2403-pashupalan, 2404-dairy vikas, 2425-sahkar, under which they are given the grant for purchase of MTM, AMCS, electronics weigh scale, electric chaff cutter, dudhghar, animal health kits, utensils set, water trough (HAWADA) etc. as per their planning.

Beneficiaries Account

Village people, farmers, tribal belt, women etc. are included as major beneficiaries located in and around Vadodara District i.e. Waghodia, Chhota Udeipur, Jetpurpavi, Kawant, Naswadi, Shakeda, Tarsali etc. The farmers who have been contributing to provide milk are pretty happy and shared that they are benefitted for their community as well. Sometime they have received subsidiary or free treatment facility for their animals.

5.2.xi Bank of Baroda (BOB)

Introduction

Bank of Baroda is an Indian state-owned banking and financial services company headquartered in Vadodara. It offers a range of banking products and financial services to corporate and retail customers through its branches and through its specialized subsidiaries and affiliates in the areas of retail banking, investment banking, credit cards and asset management. Its total global business was Rs. 7,003 billion as of 30 Sep 2012. In addition to its headquarters in its home state of Gujarat it has a corporate headquarter in the Bandra Kurla Complex in Mumbai. Based on 2012 data it is ranked 715 on Forbes Global 2000 list. BOB has total assets in excess of Rs. 3.58 trillion (short scale), or Rs. 3,583 billion, a network of 4261 branches (out of which 4168 branches are in India) and offices, and over 2000 ATMs.

The bank was founded by the Maharaja of Baroda, H. H. Sir Sayajirao Gaekwad III on 20 July 1908 in the Princely State of Baroda, in Gujarat. The bank, along with 13 other major commercial banks of India, was nationalized on 19 July 1969, by the Government of India and has been designated as a profit-making Public Sector Undertaking (PSU).

CSR Activities

Bank of Baroda has established Baroda Swarozgar Vikas Sansthan (Baroda R-SETI) for imparting training to unemployed youth, free of cost for gainful self-employment and entrepreneurship skill development which help them improve their family economic status and also gives a boost to various regional economies within these locations. All the Lead Districts of this Bank have R-SETI. About 46 such Sansthans have been established by the Bank in which more than 1, 22,000 youth have been trained and around 75,000 have been gainfully self-employed.

Bank has established 52 Baroda Gramin Paramarsh Kendra for knowledge sharing, problem solving and credit counseling for rural masses across the country. In order to spread awareness among the rural mass on various financial and banking services and to speed up the process of financial inclusion, this Bank has also established 21 Financial Literacy and Credit counseling Centers (FLCC) during FY12 taking the total number of FLCCs to 39.

Beneficiaries Account

Rural people, employees, school children are major beneficiaries of the bank. One major stakeholder i.e. an employee of the branch shared that sometimes they also voluntarily contribute to the CSR activities and they are also getting satisfactory facilities by the bank.

5.2.xii Vadodara Municipal Corporation (VMC)

Introduction

The "Vadodara Mahanagar Seva Sadan" or Vadodara Municipal Corporation or VMC, established in July 1950 under the Bombay Provincial Corporation Act, 1949, is responsible for the civic infrastructure and administration of the city of Vadodara.

The governing structure of VMC consists of political and administrative wings. The political wing is an elected body of councilors headed by a Mayor. The Commissioner from the IAS cadre heads the administrative wing and is responsible for strategic and operational planning and management of the Corporation. The Commissioner takes decisions on behalf of the Board or the Standing Committee formed from the elected councilors to perform the duties of the Corporation.

Services of VMC

As per the section 63 and 66 of the Bombay Provincial Municipal Corporation Act, the VMC is responsible for certain obligatory and discretionary services. Activities are as follows:

Obligatory Services	Discretionary Services
Erection of boundary of city defining city limits	Construction and maintenance of maternity homes and infant welfare houses
Watering, Scavenging and Cleansing of all public streets and places	Maintenance of central laboratories
Sewage services	Swimming pool and other public health services
Drainage services	Tree plantation on road sides
Fire services	Construction and maintenance of public parks and gardens

Health and Medical services	The holding of exhibition, athletics or games
Street Lighting services	The maintenance of an ambulance services
Maintenance of a monuments and open spaces	Construction and maintenance of theatres, community halls and museums etc.
Identification of streets and houses	Building or purchase of staff quarters
Regulation and abatement of offensive and dangerous trades or practices	Construction and maintenance of public transport facilities
Maintenance of burial houses and funeral homes	Construction and maintenance of educational institutes
Construction or acquisition of public markets and slaughter houses	Construction and maintenance of infirmaries and hospitals
Construction or acquisition of cattle-pounds	The destruction of animals and birds causing a nuisance
Primary education services	Construction and maintenance of factory for the disposal of sewage
Health and hygiene services	The building or purchase and maintenance of suitable dwellings for the poor and working classes
Construction, maintenance and alternation of bridges	Provision of shelter to homeless persons and poor relief
Water supply services	Surveys of buildings or lands
Preventing and checking the spread of dangerous diseases	Measures to meet any calamity affecting the public in the city any measure to promote public safety, health, convenience or instruction
The securing or removal of dangerous buildings and places	
Construction of conservancy staff quarters	
Maintenance of relief works in scarcity, floods etc.	

Vadodara Mahanagar Seva Sadan got the first ever declared National Award for 'Energy Conservation in Street Lighting' by BEE in 2008, for saving energy in street lighting with better service and using latest technology for energy saving. The award was given by Honorable Power Minister Shree Shushil Kumar Shinde. Vadodara Municipal Corporation (VMC) repeat the history again in 2010 by acquiring second national award for 'Energy Conservation in Street Lighting' declared by BEE.

Beneficiaries Account

Development of city and Citizen of Vadodara is major concern for imparting services. Most of people said that VMC is catering good services to the Vadodara region but more can be done to keep the city clean in a systematic manner. The authority of the Akshaya Patra Foundation stated that VMC has contributed to mid-day meal program in Vadodara.

5.2.xiii Indian Railways (IR)

Introduction

Indian Railways (IR) is an Indian state-owned enterprise, owned and operated by the Government of India through the Ministry of Railways. It is one of the world's largest railway networks comprising 115,000 km (71,000 mi) of track over a route of 65,000 km (40,000 mi) and 7,500 stations. Railways were first introduced to India in 1853 from Bombay to Thane. In 1951 the systems were nationalized as one unit, the Indian Railways, becoming one of the largest networks in the world. IR operates both long distance and suburban rail systems on a multi-gauge network of broad, meter and narrow gauges. It has operations cover twenty four states and three union territories and also provides limited international services to Nepal, Bangladesh and Pakistan.

The history of rail transport in India began in the mid-nineteenth century. In 1849, there was not a single kilometer of railway line in India. A British engineer, Robert Maitland Brereton, was responsible for the expansion of the railways from 1857 onwards. The Allahabad-Jabalpur branch line of the East Indian Railway had been opened in June 1867. Brereton was responsible for linking this with the Great Indian Peninsula Railway, resulting in a combined network of 6,400 km (4,000 mi). Hence it became possible to travel directly from Bombay to Calcutta. This route was officially opened on 7 March 1870 and it was part of the inspiration for French writer Jules

Verne's book *Around the World in Eighty Days*. At the opening ceremony, the Viceroy Lord Mayo concluded that "it was thought desirable that, if possible, at the earliest possible moment, the whole country should be covered with a network of lines in a uniform system"

CSR Activities

The prime CSR activities focus on employees and their families having a separate welfare department which looks after all the related activities. These welfare activities include residential (quarters) place, school building in staff colony, conducting children's recreational camp, medical camp and having own railway hospital to provide health care facilities with 24 hours doctors availability, safety and environment related trainings, canteen facilities for employees, own clubs and sports ground, training school etc. It has two recognized unions and 34 unrecognized unions. Railway Staff College, Vadodara, the national training academy of the Ministry of Railways, caters to the in-house training requirements of all railway officers at various levels. As part of the training curriculum, railway managers are exposed to men and women of excellence from outside the railway environment so that they learn about success stories from different walks of life and imbibe the elements of compassion, leadership and team management. The Indian Railways is 150 years old and believed to be the lifeline of the country since it is the biggest civilian employer in the world with over 17 lakh employees. CSR has always been an integral part of the Indian Railway's functioning and the activities range from transportation of drinking water and fodder free of cost to drought affected areas, enhanced fare compensation for cancer patients, senior citizens, free fare for the freedom fighter and their widows, catering to more than 10,000 shelter less people and investments in IIT-Kharagpur to develop the largest research center.

Beneficiaries Account

Citizens of India, employees and their families, children etc. are the key beneficiaries. Catering services to each corner of society through reasonable, comfortable and convenient mode of transportation is their main concern. The employees shared that they have a department for the welfare activities which takes care the employees and his/her families. They have free and subsidized rate of ticketing facility to travel.

5.2.xiv State Bank of India (SBI)

Introduction

State Bank of India is a multinational banking and financial services company based in India. It is a government-owned corporation with its headquarters in Mumbai, Maharashtra. As of December 2012, it had assets of US\$501 billion and 15,003 branches, including 157 foreign offices, making it the largest banking and financial services company in India by assets.

The roots of the State Bank of India lie in the first decade of 19th century, when the Bank of Calcutta, later renamed the Bank of Bengal, was established on 2 June 1806. The Bank of Bengal was one of three Presidency banks, the other two being the Bank of Bombay (incorporated on 15 April 1840) and the Bank of Madras (incorporated on 1 July 1843). All three Presidency banks were incorporated as joint stock companies and were the result of the royal charters. On 1 July 1955, the Imperial Bank of India became the State Bank of India.

CSR Activities

The SBI in Vadodara region is providing donation and other charitable contribution or financial help to various organizations. They are involved into tree plantation and green environment. SBI has provided school uniform, books, stationary etc. to rural villages. They have come up with various rural banking schemes for the rural and poor people.

Beneficiaries Account

Citizens, employees, school children especially girl child, patients etc. are important beneficiaries of the bank. Donations have received by many cultural and social events/institutions from SBI. Tree plantation has also noticed in and around Vadodara region.

5.2.xv National Bank for Agriculture and Rural Development (NABARD)

Introduction

National Bank for Agriculture and Rural Development is an apex development bank in India having headquarters based in Mumbai and other branches are all over the country. The Committee to Review Arrangements for Institutional Credit for

Agriculture and Rural Development (CRAFICARD), set up by the Reserve Bank of India (RBI) under the Chairmanship of Shri B. Sivaraman, conceived and recommended the establishment of the NABARD. It was established on 12 July 1982 by a special act by the parliament and its main focus was to uplift rural India by increasing the credit flow for elevation of agriculture and rural non-farm sector and completed its 25 years on 12 July 2007.

CSR Activities

The bank sanctioned two Rural Entrepreneurship Development Programmes (REDPs) like driving and auto mechanic training and tailoring with the duration of six weeks each, conducted by Kawant Education Society. Three years' program is designed in formation and credit linkage of 100 Self Help Groups (SHGs) to NGO 'BHASHA'. In Vadodara, the branch works for livelihood-enhancing schemes collaborated with corporate house i.e. Jubilant Life Sciences Limited, Savli.

Beneficiaries Account

An interaction with Father Gregory and Mr. Ramesh, NGO Kawant Education Society shared that NABARD bank has organized 6 week of driving and auto mechanic training and tailoring programs for the youth of the villages, which was endorsed by the villagers.

DATA INTERPRETATION

Following data with few diagrams show the CSR and its relevant information of public sector industry in Vadodara -

The CSR/HR officials of Public sector, companies provided views on the sources of information or knowledge of CSR from the contacts with other enterprises or professionals (46.66%); Internet (13.33%) and survey or studies least response (13.33%) and others categories (33.33%) of the companies said that most of them acquired it from their curriculum when they were in colleges/universities or since the company inception they were aware of CSR and its implementation process (Figure 1).

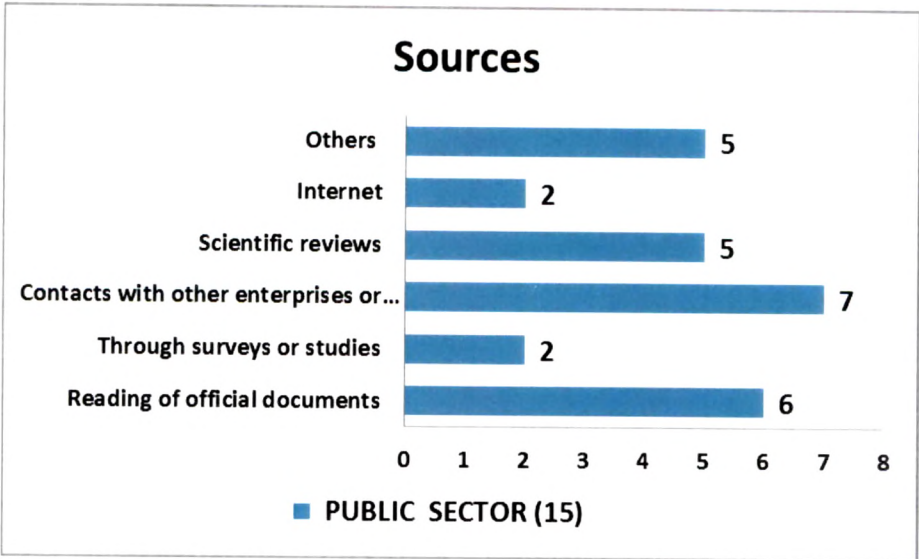


Figure 1 Sources of Knowledge about CSR

The diagram shows that employees (93.33%) and local communities (86.66%) are most considered and influential stakeholder of the organisation. 80% says on shareholder. Within other category (33.33%) says NGO, local government, volunteers etc. are their stakeholder (Figure 2).



Figure 2 Identified Stakeholders

Several aspects affects in the process of planning and implementation of CSR. The Public sector companies commented that support (93.33%) and encouragement (86.66%) from top management regularly, responses given on following aspects both planning and strategies 80%, analysis and mechanism 73.33%. Least commented on trainings 60% and consultancy 40% (Figure 3).

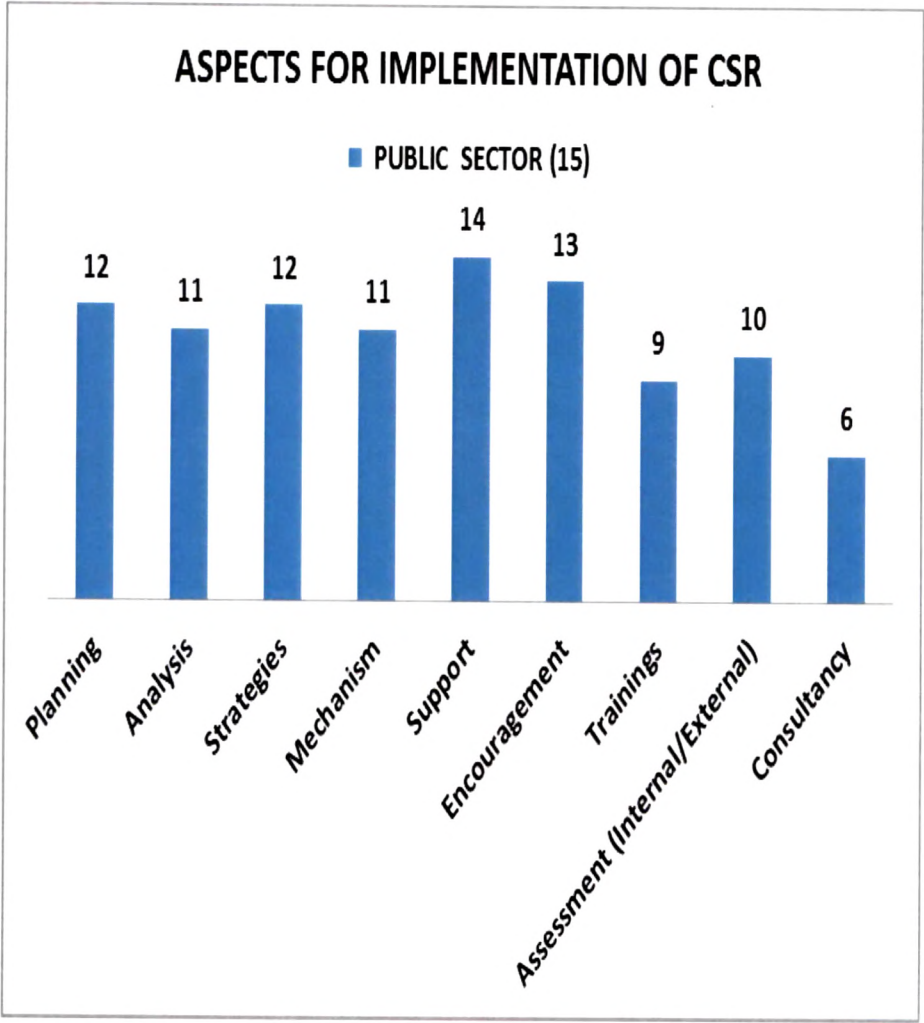


Figure 3 Various Aspects related to CSR Implementation

In Public sector, the key area education (80%), health care (66.66%), improving rural infrastructure (60%), community development (60%), vocational trainings (60%), empowerment of women (46.66%) and environment (46.66) provide more focus than the other areas (Figure 4).

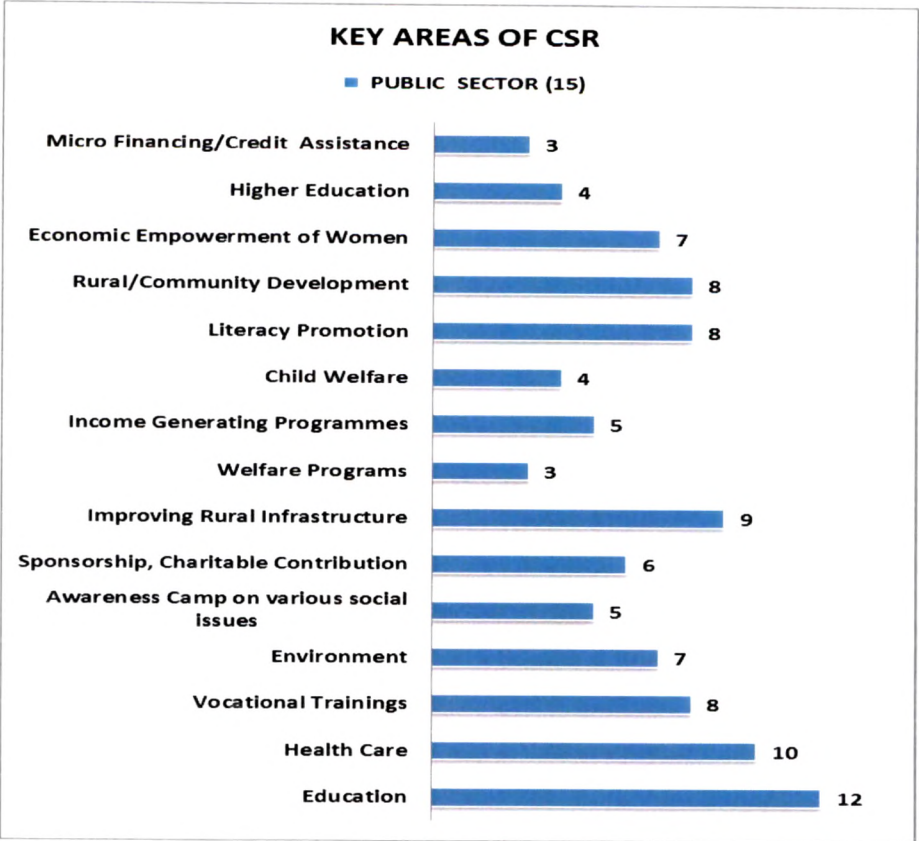


Figure 4 Key Areas of CSR

In Public sector, 93.33% said the purpose of CSR is to work for betterment of local society. They felt that it gives self satisfaction for doing CSR activities for community or vulnerable group or people. They stated that CSR is not business oriented and profit making drive (Figure 5).

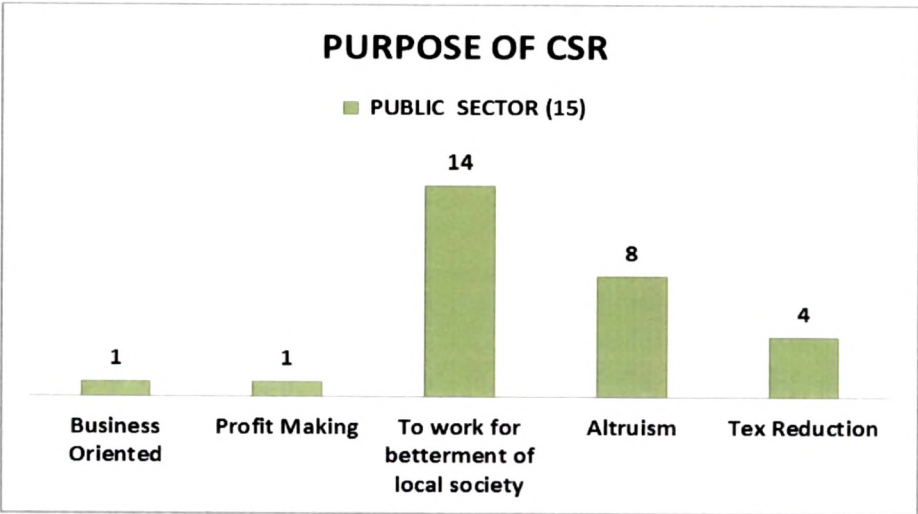


Figure 5 Purpose of CSR

In Public sector, 13 corporates stated that mechanism towards CSR activities are done through NGO/Trust. 12 companies said that they execute CSR activities directly through their CSR/HR personnels. Government agencies like local administrative body, DRDA, VMC etc. are also played a vital role. 8 corporates said they have their own foundation but it is running effectively by their corporate offices (Figure 6).

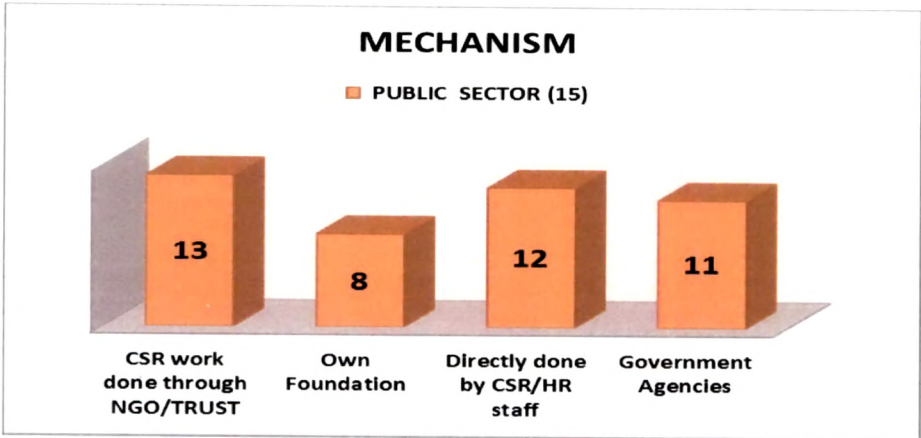


Figure 6 Mechanisms for CSR

In Public sector, 93.33% said the most important beneficiaries are local communities following women (73.33%), youth (66.66%), children/students (60%). Both tribal and sports personnel (40%) have received less response than other mentioned beneficiaries (Figure 7).

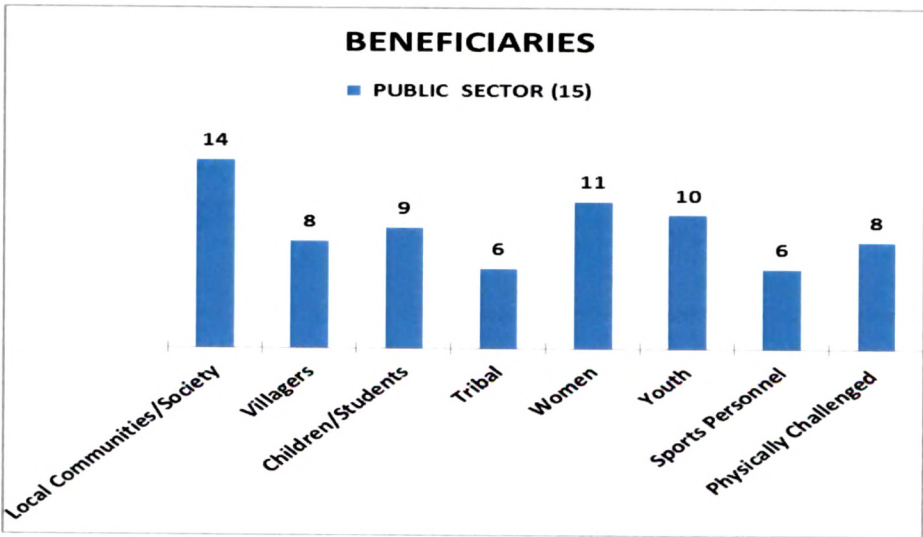


Figure 7 Lists of Beneficiaries

In Public sector, most of the corporates (12) said that they are responsible for environmental pollution and high response on taking care statutory precaution to maintain environment (Figure 8).

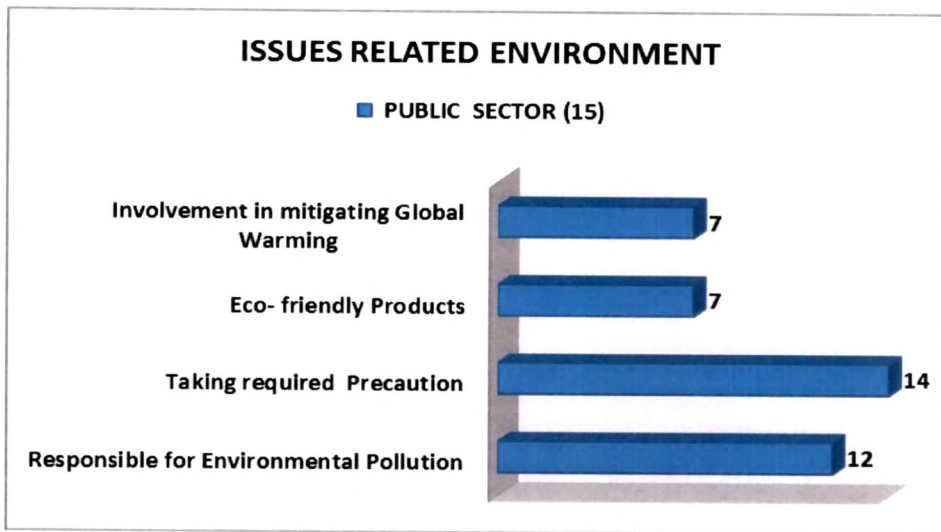


Figure 8 Issues related to Environment

In Public sector, the responses on the benefits of having CSR or doing CSR activities can help in image building (86.66%), good rapport (80%), create responsible organisation (80%). They gave least response on the tax reduction and attract customers as organisation benefits (Figure 9).

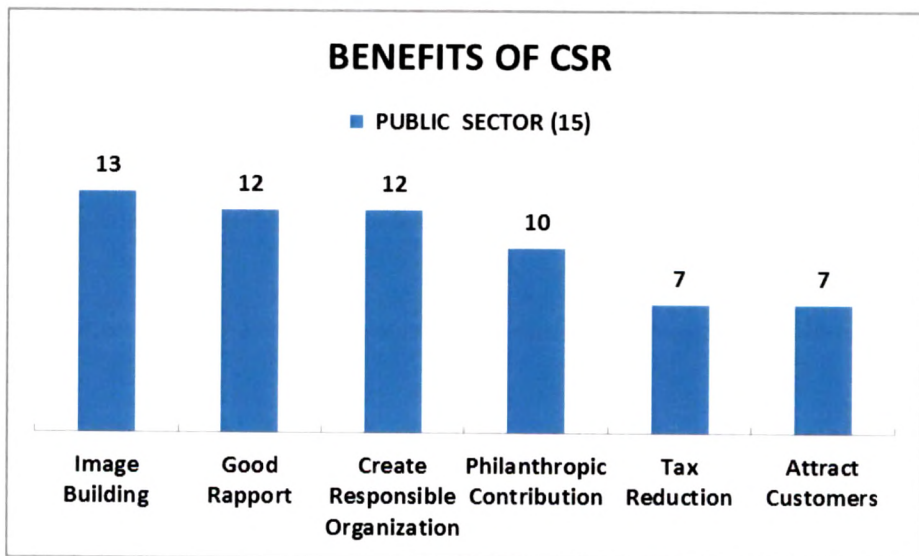
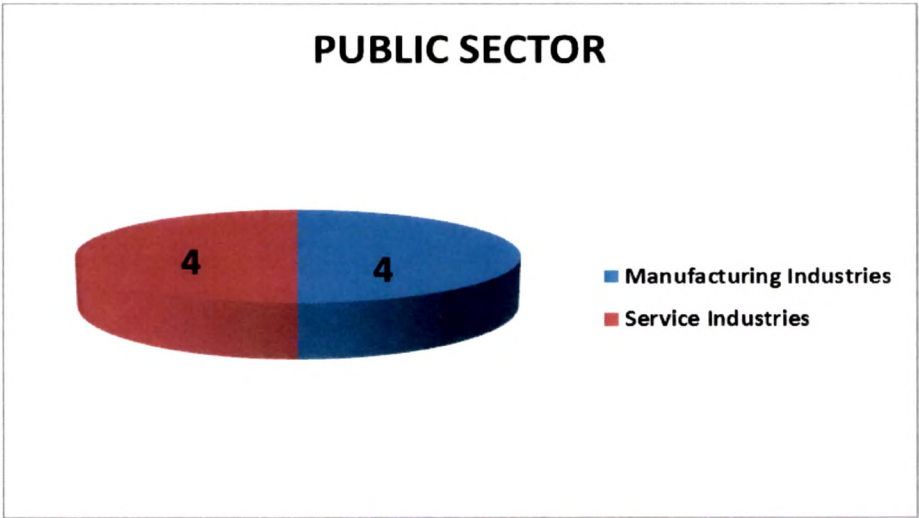


Figure 9 Benefits of CSR

**5.3 DATA ANALYSIS OF PUBLIC SECTOR CORPORATIONS IN
VADODARA REGION: CSR ACTIVITIES ARE CARRIED OUT
ELSEWHERE**

The following are the selected Public Sector Corporations (8) in Vadodara, but their CSR activities are carried out not in Vadodara but in other branch offices elsewhere.

Sr. No.	Manufacturing Sector	Sr. No.	Service Sector
1	Engineers India Limited (EIL)	5	Life Insurance Corporation of India (LIC)
2	ONGC Petro Additions Limited (OPAL)	6	Union Bank of India (UBI)
3	Steel Authority of India (SAIL)	7	Bharat Sanchar Nigam Limited (BSNL)
4	Bharat Heavy Electricals Limited (BHEL)	8	Central Bank of India (CBI)



5.3.i Engineers India Limited (EIL)

Introduction

Engineers India Limited is a public-sector undertaking of the Government of India under the Ministry of Petroleum and Natural Gas. It was initially set up in 1965 to

provide engineering and related technical services for petroleum refineries and other industrial projects. The current chairman and managing director of the company is A K. Purwaha. EIL has its Head Office at Bhikaji Cama Place, New Delhi with regional offices at Kolkata, Chennai, and Vadodara.

CSR Activities

The company sponsored education of 50 students of SOS children's village at New Delhi from economically weaker sections of society, provided a school bus to SOS children's village at Bawana. Sponsored infrastructural facilities of educational institutes at Assam for facilitating quality education among the rural and urban poor like Industrial Training Institute, Rameshwar Higher Secondary School, Barbaruah Girl's High School. Sponsored education, physical and psychological rehabilitation of child victims of communal, caste, ethnic or terrorist violence of the 50 students, 25 each in Assam and Jammu & Kashmir, Provided summer and winter uniforms to underprivileged girl children for St. Mary's School project of informal education 'Naya Daur', Provided Mobile Medicate Unit at Guwahati, Ahmedabad and Pune to serve aged people and slum areas on a weekly basis, rural electrification through Solar Power, distribution of wheel chairs to disabled sports persons etc.

5.3.ii ONGC Petro Additions Limited (OPaL)

Introduction

ONGC Petro additions Limited a multibillion joint venture company was incorporated in 2006, as a Public Limited Company under the companies Act, 1956, promoted by Oil and Natural Gas Corporation (ONGC) and co-promoted by GAIL and GSPC. OPaL is setting up a grass root mega Petrochemical project at Dahej, Gujarat in PCPIR/SEZ. The corporate office is located in Vadodara, Gujarat.

CSR Activities

Medical camps, drinking water supply schemes supported to Luvara and Ambheta villages. School bags were distributed to the children of the same villages. School uniforms were distributed to all the children and teachers of Ambheta village, three bus stops/shelters in Ambheta village has been constructed, celebrate various cultural functions, tree plantation etc.

5.3.iii Steel Authority of India (SAIL)

Introduction

SAIL is India's largest steel producing company. With a turnover of Rs. 50,348 crore, the company is among the five *Maharatnas* of the country's Central Public Sector Enterprises. SAIL has five integrated steel plants, three special plants, and one subsidiary in different parts of the country. It is a public sector undertaking which trades publicly in the market is largely owned by Government of India and acts like an operating company. Incorporated on 24 January 1973, SAIL has more than 100,000 employees. During 2010–11, the manpower of SAIL reached a level of 110794 (as on 31 March 2011) from 116950 (as on 1.4.2010). The company's current chairman is C.S. Verma. With an annual production of 13.5 million metric tons, SAIL is the 14th largest steel producer in the world.

Major plants owned by SAIL are located at Bhilai, Bokaro, Durgapur, Rourkela, Burnpur (near Asansol) and Salem. SAIL is investing Rs 210 billion in West Bengal, to set up a wagon factory. Besides, it has R&D centre for Iron & Steel (RDCIS), Centre for Engineering and Technology (CET), Management Training Institute (MTI) and SAIL Safety Organization (SSO) located at Ranchi capital of Jharkhand.

CSR Activities

SAIL has established 61 Primary Health Centres, 12 Reproductive and Child Health Centres, 18 Hospitals and 6 Super-Specialty Hospitals (2008-09), 24 MMUs /ambulances have been provided to various NGOs like HelpAge India, Bharat Sewashram Sangha, Anugraha Drishtidaan, etc. A special project 'Akshaya' for providing free investigation to TB patients of under privileged sections; project 'Chetna' for treatment of sickle cell anemia are run in Rourkela; contributing in infrastructure, water supply, sports, culture and heritage, eco-friendly disposal, tree plantation, The Akshaya Patra mid-day meal scheme, various free health camps, solar power, vocational training etc.

5.3.iv Bharat Heavy Electricals Limited (BHEL)

Introduction

It is an Indian state-owned integrated power plant equipment manufacturer and operates as engineering and manufacturing company based in New Delhi, India.

BHEL was established in 1964, ushering in the indigenous Heavy Electrical Equipment industry in India. The company has been earning profits continuously since 1971-72 and paying dividends since 1976-77. It is one of the only 7 mega Public Sector Undertakings (PSUs) of India clubbed under the esteemed '*Maharatna*' status. On 1 February 2013, the Government of India granted *Maharatna* status to Bharat Heavy Electricals Limited.

CSR Activities

BHEL has developed a CSR Scheme and its Mission Statement on CSR is "Be a Committed Corporate Citizen, alive towards its Corporate Social Responsibility". BHEL's contributions toward CSR include adoption of villages, free medical camps/charitable dispensaries, schools for the underprivileged and handicapped children, ban on child labour, disaster/natural calamity aid, employment for handicapped, widow resettlement, employment for Ex-serviceman, irrigation using treated sewage, pollution checking camps, plantation of millions of trees, energy saving and conservation of natural resources through environmental management. BHEL provides financial assistance to various NGOs/Trusts/Social Welfare Societies that are engaged in social welfare activities throughout the country. 56 villages having nearly 80,000 inhabitants have been adopted. BHEL shares the growing concern on issues related to Environment and Occupational Health and Safety (OHS) and is committed to protecting environment and to providing safe and healthy environment to all its employees.

5.3.v Life Insurance Corporation of India (LIC)

Introduction

Life Insurance Corporation of India is the largest insurance group and investment company in India. It is a State-owned corporation where the Government of India has 100% stake. It has assets estimated of ₹13.25 trillion (US\$240 billion). It was founded in 1956 with the merger of 245 insurance companies and provident societies (154 life insurance companies, 16 foreign companies and 75 provident companies). Life Insurance Corporation of India headquartered in Mumbai, India; currently it has 8 zonal offices and 113 divisional offices located in different parts of India. It has around 3500 servicing offices including 2048 branches, 54 Customer Zones, 25 Metro Area Service Hubs and a number of Satellite Offices located in different cities and

towns of India and has a network of 13,37,064 individual agents, 242 Corporate Agents, 79 Referral Agents, 98 Brokers and 42 Banks (as on 31.3.2011) for soliciting life insurance business from the public. The slogan of LIC is "Yogakshemam Vahamyaham" which translates from Sanskrit to "Your welfare is our responsibility".

CSR Activities

LIC Golden Jubilee Foundation Scholarship is started for economically backward families for higher studies. The Foundation has supported projects ranging from construction of hospitals, mid-day meal program with The Akshaya Patra, school buildings and classrooms, library, computer centre, old age homes, hostel buildings for children in tribal areas, vocational training centers for differently abled persons. LIC Foundation has also provided funds for purchase of school buses for transportation of differently abled children, provide mobile ambulances. The Foundation has supported cochlear implant program for children from economically weaker sections of the society spread across the country through KEM Hospital, Pune. LIC Golden Jubilee Foundation has helped people where the natural calamities have devastated human life and provided infrastructural support to orphan children through NGO's.

5.3.vi Union Bank of India (UBI)

Introduction

Union Bank of India is one of the largest public sector banks of India (the government owns 55.43% of its share capital remains public, private organizations and foreign companies), is listed on the Forbes 2000. It has assets of USD 13.45 billion and all the bank's branches have been networked with its 4129 ATMs. Union Bank of India was registered on 11 November 1919 as a limited company in Mumbai and was inaugurated by Mahatma Gandhi.

CSR Activities

Farmers' club is an initiative to encourage farmers in villages catered by rural branches. Basic idea is to bring farmers together and discuss their problems, solutions and new agricultural practices. Any farmer can become a member of a Farmers' Club. Union Mitr is especially designed for the rural population. It facilitates financial education to all strata of people. Village Knowledge Centre (VKC) serves as

information dissemination centre providing instant access to farmers to latest information/knowledge available in the field of agriculture, starting from crop production to marketing. A “VKC In-charge” who looks after the operations of the VKC mans every VKC.

5.3.vii Bharat Sanchar Nigam Limited (BSNL)

Introduction

Bharat Sanchar Nigam Limited is an Indian state-owned telecommunications company headquartered in New Delhi, India. It is the largest provider of fixed telephony and fourth largest mobile telephony provider in India, and is also a provider of broadband services. BSNL is India's oldest and largest Communication Service Provider (CSP). It had a customer base of 95 million as of June 2011. BSNL, was known as the Department of Telecommunications, had been a near monopoly during the socialist period of the Indian economy. During this period, BSNL was the only telecom service provider in the country.

CSR Activities

BSNL provides voluntary services during natural calamities and it has a provision of ambulance services. Rajasthan BSNL CSR distributed free mobile handsets and free SYM cards to 1000 BPL families; Vilapuram donated computers with free unlimited broadband usage for Physically Challenged Government Special Schools and also donated free table, chair, modem and telephone; project to maintain and clean some long distance Rajdhani trains; special concession for senior citizens; tree plantation, tri-cycle/rickshaw for physically challenged, irrigation facility, infrastructure, health and welfare etc.

5.3.viii Central Bank of India (CBI)

Introduction

Central Bank of India, a government-owned bank, is one of the oldest and largest commercial banks in India. It is based in Mumbai. The bank has 4100 branches and 270 extension counters across 27 Indian states and three Union Territories. At present, Central Bank of India has one overseas office, which is a joint venture with Bank of India, Bank of Baroda, and the Zambian government.

CSR Activities

The Bank has formulated schemes under financial inclusion for financially weaker excluded persons of society. The Bank has donated a sum of Rs.95.30 lakhs during the year 2010-11 to various Trusts, NGOs, Associations, Charitable Institutions etc. The Bank has Implemented Youth Finance Facility in collaboration with Commonwealth Secretariat in 4 backward districts. The aim is to provide integrated financial assistance to youth for setting up micro enterprise. Bank provided Technical Assistance through capacity building on Micro-finance in St. Lucia in West Indies. The Bank had organized inclusive and integrated program on Small Business Competitiveness Development Program in Jaipur in collaboration with Commonwealth secretariat. In order to develop rural entrepreneurship, the Bank launched a Rural Development and Self Employment Training Institute (RUDSETI) at Ambikapur (Chattisgarh), Chhindwara (Madhya Pradesh), Jabalpur (Madhya Pradesh), Jalpaiguri (West Bengal) and Ratlam (Madhya Pradesh). This will provide entrepreneurship training to the rural youth, to enable them to take to vocational activities. The Bank has already set RUDSETIs at Kota, Muzaffarpur and Hoshangabad.

5.4 MAJOR FINDINGS AND INTERPRETATIONS

5.4.i Public Sector - Manufacturing Industries

The major findings of the CSR activities of selected 6 Public sector Manufacturing industries in Vadodara are as follows:

- All these companies' most concern areas are Education, Health, Rural Infrastructure, Empowerment programs especially for women and youth, and maintaining green environment and conducting regular awareness camps on safety and environment.
- It was found that all these selected companies are having management policy for CSR.
- GSFC, GIPCL and GACL are prime patrons for Mid-Day Meal program of The Akshya Patra Foundation.
- All these above companies are adopting nearby 2-3 villages (approx.) of their operation area and provide necessary amenities.

- These companies are targeting to develop village schools and their students, village PHC (Public Health Centre), construction of village roads, drinking water facility by building water tanks, water pumps/bore wells etc.
- It is found that all these companies have fixed budget for CSR activities, do review their CSR activities monthly or quarterly by CSR Officials or management.
- These companies organize various school level competitions taking the theme of environment, tree plantation, save water etc. and to motivate school children they provide scholarship or other financial help to meritorious students to go for higher studies.

5.4.ii Public Sector - Service Industries

The major findings of the CSR activities of selected 9 Corporates of service industries are as follows:

- The main concern areas of CSR activities are health care, infrastructure, empowerment program, tree plantation, and environment awareness.
- Except industrial service sector rest of the corporations are not very actively doing CSR for community development.
- The Vadodara division Indian Railway, Bank of India, State Bank of India, Baroda Dairy, and GUVNL etc. are not actively engaged into community development or they do not have specific or structured CSR program for this respective region.
- The two power sector companies like Power Grid and GIPCL having own management policy regarding CSR, are undertaking CSR activities in a continuous manner and allot resource and budget regularly focusing on area of education, health care, rural infrastructure and empowerment/income generating program.

5.5 PHOTOGRAPHS

Respondents (HR/CSR Officials) from Public Sector Companies in Vadodara



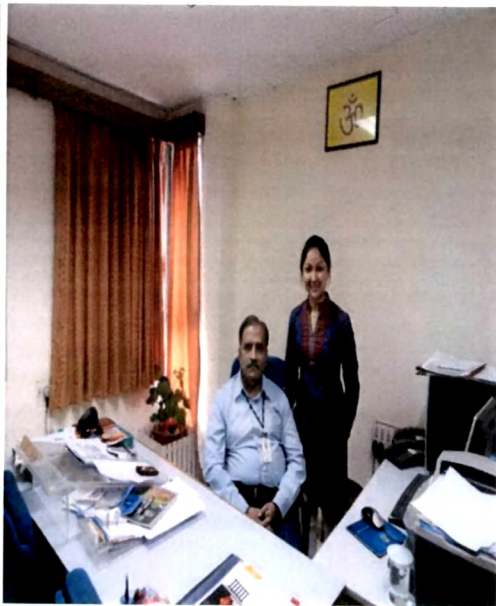
Mr. J.P. Kujur, Sr. Manager (HR)
GAIL (India) Limited, Vadodara



Mr. J.G. Bhatt, Dy. Manager (A&W)
Gujarat Refinery (IOCL), Vadodara



Mr. S.H. Purohit,
Dy. General Manager (HR/Admn.)
Gujarat Industries Power Company Ltd.
(GIPCL), Vadodara



Mr. Nikhil Patel, Dy. General Manager
Gujarat Alkalies & Chemical Limited
(GACL), Vadodara

Various CSR Activities Undertaken by Public Sector Companies at Vadodara



Eye Checkup camp by GACL



Household Sanitation Latrine in Ranoli Village, by GACL



Aanganwadi Construction by GACL



Street Light installed by GACL



Water Tank constructed by Power Grid



Tree Plantation by Power Grid

With Beneficiaries



Beneficiaries of SHGs at Chhota Udepur Tribal village Jeher & Chilarwant



Beneficiaries of SHGs at Chhota Udeipur Tribal area village Jeher & Chilarwant



Mr. Milind K. Gupte Asst. General Manager, NABARD, at Chhota Udepur village



Girl Child Education at The Adivasi Academy, Tejgad, Vadodara



NABARD training program for Women at Kawant Village



An interaction with village youth and Panchayat, Vadodara