



**‘EMPOWERING RURAL SOCIETY ABOUT INFRASTRUCTURE
DEVELOPMENT AND MANAGEMENT UNDER CSR BY ACC
THONDEBHAVI LIMITED’**

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ABSTRACT

This study is based on Rural Infrastructure Development and Management under CSR ACC Limited Thondebhavi Cement Works. It refers to the analysis of rural community development and the work done by this organization and its subordinate NGO's for the well being of the society through Corporate social responsibility (CSR) various activities by following the well implemented policies. This study covers other sub projects like ACC Disha for livelihoods and Employment; ACC Swalamban for empowering women through self help groups; ACC LEISA (Low External Input Sustainable Agriculture) Strives to increase Agriculture activities towards the farmers' incomes by helping them to adopt sustainable agricultural and animal husbandry practices; ACC vidya utkarsh for Facilitates the reach of quality education to every child in the poor and host community; ACC vidhya sarathi Providing scholarships for meritorious students to implement better higher education opportunities for deserving students; Acc Arogyam for enhancement of health and wellbeing; ACC Sampurna Swachhata for Promote personal hygiene- an open free defecation environment (toilets construction) and ensure safe disposal of waste; ACC sanrakshit paryavara for Promoting reduced use of resources; enhance their quality and availability of the neighbourhood area, and further use-reuse-recycle and managing of wastage to ensure sustainability of required resources ; ACC DRONA for implementing Fitness activities to Strives sports in the local area for facilitating physical fitness, social interaction to promote

competitiveness, includes discipline and team work in particular, and enhance general entertainment of the larger population. This study is based on both primary data and secondary data sources. Thus the CSR under ACC Limited Thondebhavi cement work helps in implementing the overall Rural Infrastructure Development in surrounding villages and more over in upcoming day it is trying to enlarge its activities to entire chickballapur district, Karnataka state through ACC CSR projects.

Key words: Community development, Corporate Social Responsibility (CSR) capacity, Corporate social sustainability, enhances competitiveness, Lively hood and Environment, Rural infrastructure.

1. INTRODUCTION

CSR is said to be effective when it is able to perform well in the community as per the society as higher management motivates to achieve goals and objectives positively to achieve this one have to understand the results with the corporate social responsibility (CSR) is that something innovative which in advance help to sustain the community for well being with various proposals in overall all development of their surrounding which finally leads to the rural development slowly about the rural what exactly it encompasses. The Indian government made it mandatory for companies to minimum of 2% of net profits on CSR to the surrounding communities of the rural side of the village. Seeing at the strong point of criticism, the government gave up the effort in mid-July hence made the spending voluntary. But the debates, talks, own opinions are on its way in how to implementing the strategies and how the community can be satisfied through CSR. But now normally there will be a separate team in each company to evaluate and to frame the community related CSR projects where everyone can't treat all the community as equally because of various factors influences the community requirements and its own needs where the Total spending on corporate social responsibility (CSR) as percentage of profit after tax (%) by the Acc Limited Cement Works, India's total spending on CSR is 2.23 % of the average net profit in the previous three financial years. According to the budgets planned the activities are decided by the upper authority of the company. Later location wise the plans are distributed based on determined surveying needs, the CSR projects are planned by the CSR Team with the help of subordinates involving local bodies like implementing agencies, Gramapanchayats etc. Since every community is important which helps in implementing the increase in the standard of

the village. Therefore, helps to retain the interest among the various stakeholders with the organization in implementing various rural infrastructure development and management.

2. REVIEW OF LITERATURE

- Nieroda, P McGoldrick in Healthy Eating Promotion: Translating Consumer Expectations into CSR Strategies 2017 – note the importance given to the health and hygiene Expanding it to be a burden on both consumers and public health. Many see food manufacturers and retailers as contributing to weight epidemic, as more than half of consumed calories in the busy countries come from packaged foods and soft drinks typically available in various outlets. Considering centrality CSR Activities by the retailers and suppliers in food distribution, many hold these organizations at least part responsible for helping consumers to eat more healthily.
- D D'Amato, M Rekola, M Wan, D Cai, A Toppinen, in their paper Land Use Policy, 2017, conducted interview-based study, in southern China, assess the perspectives of local communities. Effects of industrial plantations on ecosystem services and livelihoods: Perspectives of rural communities in China, This paper addresses the current research void on local community views of changes in ecosystem services associated with rapid land use transformation in the context of plantation-based forestry.
- SN Bhaduri, E Selarka(Governance and Corporate Social Responsibility 2016 – Springer, Corporate Social Responsibility in India: Evolution and Progress of CSR and Regulations) explain the historical evolution of Corporate Social Responsibility in a well planned manner along with the insight phase on pre and post industrialisation and globalisation scenario in India. Their Other chapters present the guidelines that have been designed over the time to conduct CSR related activities.
- UA Biswas, S Garg, A Singh (Asian Journal of Business Ethics, 2016) in their paper represent that the corporate social responsibility (CSR) can contribute towards achievement of inclusive growth in India, Examining the possibility of achieving the possible growth in Indian corporate sectors using content analysis of annual reports considering the 42-non financial organisations for about eight years (2004-2011).
- Akanksha Jain (2014) studied “the Mandatory CSR in India: A Boon or Bane” & found that the mandated 2% CSR investment in the new Indian Companies Bill is a novel solution to India’s social problems. Corporations in our country have failed to take the responsibility for the real cost of their functioning. Many often pollute the

environment and get away from human hazards that they invent. 2% CSR policy envisions a system in which each industry would contribute in a manner with their expertise.

- Rajeev Prabhakar and Ms. Sonam Mishra (2013) in their research, “A Study of Corporate Social Responsibility in Indian Organization: An Introspection” concluded that Corporate sustainability is an evolving process and not an end but the Companies bill is a good initiative on the part of the government however which would be included in, spending on CSR is unclear and is left for the companies to decide. Across the globe, the concepts of CSR has been accepted as an element for success and survival of business along with fulfilling social communities and to meet all the stakeholder’s objectives.

3. OBJECTIVES

The present research paper is based on the following objectives-

- To learn and understand the concept of CSR implementation in rural infrastructure development and management in details.
- To study the impact of the CSR Infrastructure activities on communities of organization in overall rural development.
- To understand the various CSR activities referring to the rural infrastructure development and management in detail at THONDEBHAVI ACC Limited Cement Works.
- To get the practical implementation of the CSR process involved in the various activities of rural infrastructure development.

3.1 NEED FOR THE STUDY

- This study helps in building progress towards CSR activities towards the development of rural infrastructure with the organization goals.
- It facilitates fair & equitable results based on the need of the community.
- It provides information which helps to counsel the various stakeholders corporation towards the required activities for the development and the performance of the activities at present statuses.

- It also helps the Key stakeholders that are women's group, farmers groups, government officials, local citizens etc to have a proper understanding about their implementing agency [NGO'S] and their achievements towards performed activities.

3.2 SCOPE OF THE STUDY

- The study is restricted only to ACC Limited, THONDEBHAVI Cement Works.
- The study aims at finding out the effectiveness of the CSR activities towards the infrastructure development of the rural areas by adopting latest technology.
- The study has been conducted to know the role played by the implementing agencies [NGO's] and other partners of the organization. The study covers the periphery villages of the ACC Limited, THONDEBHAVI Cement Works only.

3.3 LIMITATIONS OF THE STUDY

The study is confined only to the different infrastructure projects adopted by the ACC Limited, THONDEBHAVI Cement Works in the rural areas.

1. The study is inadequate to annual activities because of time constrains related to various types of infrastructure of the villages.
2. The study covers only the CSR related department & does not cover other departments.
3. The time period taken for studying the corporate is only eight weeks.
4. The reliability depends up on the correctness of the calculations and finding.

4. METHODOLOGY ADOPTED

1. Research type: Descriptive research

This paper uses descriptive analysis by survey method. The community study and its present needs of infrastructure are the main focus of conducting this research. The important feature of this method is we could report the ground reality about the past and present running activities on rural development. The main research issues studied here by using above method were-

- To study different strategies about implementing CSR policy to the community with the community for the community for their sustainability and better livelihood. followed by THONDEBHAVI ACC Limited Cement Works.

- To study in detail about the linking relationship between the locales, government bodies like Grampanchyats, NGO'S linking activities with various techniques for long run implementation.

2. Data collection

Data has been collected through questionnaire includes 10 different questions as per CSR activities.

➤ Primary data:

Primary data has been collected through interview, Observation, Case study and questionnaires by survey method through various citizens of the rural area sample taken.

➤ Secondary data:

Secondary data has been collected from the previous research of the company, website, Officials statics, stakeholder's records, letters and various journals by communicating with top management members of the community and with the help of implementing agencies.

3. Sample design: Simple random sampling has been chosen from different rural areas since the project is related to CSR in rural infrastructure development and management because of time pressure.

4. Data presentation

Before presenting the data in the form of charts, graphs, pictures collected data has been prepared.

4.1 SURROUNDING VILLAGE AND ITS POPULATION IMPLIMENTATED BY CSR WITH DIFFERENT ACTIVITIES:

Sl. No	Name of village	Population			Persons with disability			Chronic patients		
		Male	Female	total	PHC	MR	other	TB	Cancer	HIV
1.	Thondebhavi(old)	1398	1319	2717	5	4	0	2	1	1
2.	Belachikkanahalli	429	460	884	5	2	0	2	1	1
3.	Thondebhavi(RS)	923	818	1741	6	6	0	6	2	2

4.	Indiranagara	342	329	671	2	2	0	1	1	1
5.	Bevinahalli	395	389	789	2	1	0	2	1	1
6.	Mudagadahalli	163	159	322	2	2	1	1	1	-
7.	Yeragunte	254	217	471	3	2	0	1	1	1
8.	Chikkamallekere	77	65	142	0	0	0	1	-	-
9.	Pinjaralahalli	74	61	135	3	-	0	1	-	-
	Total	4050	3817	7867	28	16	0	17	08	07

4.2 SOME OF THE SUB PROJECTS UNDER TAKEN BY CSR WITH RESPECT TO ACC LIMITED THONDEBHAVI CEMENT WORKS:

All the CSR Projects undertaken at ACC will be designed and developed for a period of 3-5 years within the following thrust areas of intervention, which are in line with Schedule VII of the Indian Companies Act 2013 and beyond business as usual (Ref. Annex.III). All CSR initiatives will be focused around the host communities of business and plant operations.

EMPLOYABILITY, LIVELIHOOD AND INCOME GENERATION:

➤ DISHA :

Aims to provide alternate livelihoods around plant locations to unemployed youth either through training & placement or through self-employment initiatives

➤ SWAWLAMBAN:

Focuses on empowerment of women through formation of Self Help Groups (SHGs) and SHG federations and aiding them in establishment of micro-enterprises to increase their family income and empower their decision making abilities and community position.

- **LEISA (Low External Input Sustainable Agriculture) :** Strives to increase farmers' incomes by helping them adopt sustainable agricultural and animal husbandry practices

IMPROVING THE QUALITY AND REACH OF EDUCATION:

➤ VIDYA UTKARSH:

Facilitate the reach of quality education to every child in the host community.

➤ **ACC VIDHYA SARATHI:**

Providing opportunities for meritorious students to ensure higher education based upon the scholarship for the meritorious students to ensure higher standard of education opportunities for the deserving students.

ENHANCING HEALTH AND SANITATION:

➤ **ACC AROGYAM:**

Support enhancement of health and wellbeing among the host communities through prevention of diseases, promotion of environmentally conscious, safe and healthy behaviors. The emphasis is mainly on preventive healthcare and limited curative health interventions.

➤ **ACC SAMPURNA SWACHHATA:**

Promote personal hygiene, an open defecation free environment and ensure safe disposal of waste. Projects within this area particularly target the eradication of the practice of open defecation in plant neighbourhoods, not only by facilitating in building of infrastructure but more importantly, in bringing a change in mindsets, behaviour and cultural norms.

COMMUNITY ENVIRONMENT SUSTAINABILITY:

➤ **SANRAKSHIT PARYAVARAN:**

Promoting reduced/prudent use of resources; enhance their quality/availability in the neighbourhood area, and further reuse/recycling/management of wastage to ensure sustainability of resources for posterity.

PROMOTION OF SPORTS, ARTS AND CULTURE:

➤ **ACC DRONA:**

Strives to promote sports in the local area for facilitating physical fitness, social interaction, enhance competitiveness, inculcate discipline and team work in particular, and enhance general entertainment of the larger population. We further encourage local Arts and Culture with an aim to help it to flourish and sustain its uniqueness for posterity.

4.3 SWOT ANALYSIS

STRENGTHS:

Indian presence

- ACC has highly well planned budgets for rural CSR activities.
- ACC has good Availability of funds & Man power I.e. rural support by the villagers.
- ACC performs Continuous movement of activities in surrounding village every year through CSR.
- ACC Support for sustainability and better lively hood for all the social communities.

Example: women's, children's, farmers, poor communities and well infrastructure.

OPPORTUNITY

- Government supports Acc projects and activities in all the implementing villages easily.
- ACC expands all its CSR activities for a longer time for all over the villages.
- ACC gives the Opportunity to launch new CSR activities throughout the district with the help of NGO'S.
- ACC included New R & D implementations in CSR activities for betterment.
- ACC approves new beneficial methods and good schemes for girls and women's of the rural.

WEAKNESSES

- Some Activities performed by ACC CSR are not fulfilling the rural needs.
- Fast introduction of the new concept of CSR activities creating confusion in the minds of the rural.
- Individual activities are not appreciated by CSR where as group activities are focused.

THREATS

- ACC still has good moral rapidly moving advantage.
- ACC face good Oppositions in market.

- The ACC CSR activities purely depend upon Participants' behaviour.
- ACC has the power to adopt the Alternatives and scientific change in any of activities.
- ACC THONDEBHAVI Focus on all the surrounding villages and some of the activities taking throughout the District Chickballapur.

5. FINDINGS OF THE DATA ANALYSIS

- ❖ Majority of CSR activities/projects in company are implemented since from past 5- 8 years.
- ❖ Most of the activities related to CSR have changed a life of many rural groups around many villages through various infrastructures facilities within the villages.
- ❖ Most of the stakeholders, implementing agencies and beneficiaries near to the organization think that evaluation technique followed by firm under CSR is good.
- ❖ Most of the implementing agencies are not aware about the principles and performance Procedure of CSR followed individually by organization.
- ❖ Villagers' are interested to adopt the CSR benefits frequently to implement their rural areas development through various CSR infrastructures.
Example: school building renovation, street lights, anganwadi's, CC road etc....
- ❖ Majority of beneficiaries feels that there will be an opportunity for personal growth and Livelihood with CSR development through various activities.
- ❖ Most of the rural people, Government employees, political people, company employees, Implementing agency personal's and the CSR managers of the organization itself said that the CSR activities and its various proposals helps to build a relationship between the rural with better infrastructure and a organization with profit to promote social growth.

6. SUGGESTIONS

- ❖ By the feedback expected from the personnel of the implementing agencies, government Doctors of villages, PDO of gramapanchayats, Local people, Teachers and political members the following are the references that can be applied for the future benefits of the organizations:
- ❖ The CSR department should properly develop the frame work system in their focused community on a regular basis and to well prepare to those primary activities which do not meet the expected target.

- ❖ Community should be motivated to maintain their involvement levels by awarding volunteering certificates, their recognition, and opportunities for training or interesting work assignments in activities. This helps the company to retain the community interest and independent start-ups, which is always an asset for the people.
- ❖ Even the establishment should have training and development programs which are much essential to be led on time to improvement the above CSR activities of the rural.
- ❖ When the CSR activities joins as a helping hands for the needier must see that how well it is doing to implement the rural areas. The executive must see that how well it is accepted by the society whether these activities are suitable or not on the locality etc.
- ❖ The CSR activities, when the implementing agencies with CSR manager come to know the result of Activities achieved V/s targeted. During this period they must correct the area where they are lagging behind.
- ❖ Steps should be taken to find out the loopholes in the existing CSR system. Therefore the program should be managed to identify the problems and which Method perform well, reward the community, detect the underperformed areas, and correct them.
- ❖ The CSR system should also effectively help the employees from the pleasing society in realizing their future potential and to involve sometimes when their presence is required on occasions, and should be supported by adequate future planning of the activities by the organization for the rural.
- ❖ As the involvement and well planned Budget are the only key of CSR Activities which promotes the organization in understanding the society based needs with the outputs as such should be given acceptable position, it is very much essential to have a complete knowledge about the activities and changes should be made to continuously improve the process and also the check the performance levels of the implementing agencies.

CONCLUSION

CSR department has existed to deliberate as a most important and vital tool for an organization, such organisation linking with the surrounding community of rural existence in the locality & excellence commitments to develop the organisation prestige and community faithfulness. As CSR activity in the community helps to measures the performance of company in terms of CSR activities Planned and how much it has completed as per the budget. As one can follow CSR schedule sheet which help the implementing agencies in bringing society to together, in Decision-making process, which provides a basis for

resolving the efficiency of personal sub-divisions, such as commitments', selection of the activities, needs as per rural locality & compensation for the poor.

From CSR activities the local can know where there rural areas is standing what are their requirements as the citizens and the Loopholes so that the organisation can improve the present infrastructure to some extent where one can represent the rural to certain stage of implementation, one can also know that where rural development can reach and how the organisational CSR activities helps the citizens in various forms as a connecting way of life like a road network of their livelihood and to step together adopting above activities like ACC Disha for livelihoods and Employment ,ACC Swalamban for empowering women through self help groups, ACC LEISA (Low External Input Sustainable Agriculture) Strives to increase farmers' incomes by helping them adopt sustainable agricultural and animal husbandry practices, ACC vidya utkarsh for Facilitates the quality education to every child in the surrounding poor community, ACC vidhya sarathi scholarships are planned and executed for meritorious students to ensure higher education opportunities for deserving students to achieve their g, Acc Arogyam for enhancement of health and wellbeing, ACC Sampurna Swachhata for Promote individual hygiene, an open Free defecation environment and it ensure safe disposal of waste, ACC sanrakshit paryavara for Promoting reduced use of resources; enhance their quality, availability in the neighbourhood area, and further Used-reuse-recycling management of wastage to ensure sustainable use of resources for posterity, ACC DRONA for refers to sports which strives to promote physical fitness, social interaction, enhance competitiveness, inculcate discipline and team work in particular society in the local area for facilitating the general entertainment of the larger population. Thus the CSR under ACC Limited Thondebhavi cement work helps in implementing the overall Rural Infrastructure Development in surrounding villages and more over in upcoming day it is trying to enlarge its activities to entire chikkaballapur district through ACC CSR projects.

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