**NAME OF THE TOPIC: A Case Study on CSR Practices Undertaken by NRL under Health Care Sector.**

**Name of the Author:**

**AMAR JYOTI BORAH**

PhD Research Scholar

Department of Commerce,

Assam University.

Communication Address: C/O-Ranju Borah, House No.279, Village-Jugonia, PO-Ganak Pukhuri, Dist.Golaghat-785622, Assam.

Email: Amar.borah2015@gmail.com

Contact Number: 7002632760, 8723907565.

Whatsapp: 8723907565.

**NAME OF THE TOPIC: A Case Study on CSR Practices Undertaken by NRL under Health Care Sector.**

**Abstract:**

Corporate Social Responsibility plays a significant role in making company’s brand popular not only among their competitors but also among media and other organization’s by effective implementation of the CSR policy. The study will focus on the effectiveness of the performance of the CSR policy. The study will assess the performance of the CSR policy in discharging selected health care activities of the NRL. Corporate social responsibility (CSR) is becoming a relevant subject and it appears repeatedly in the vast majority of academic and professional journals. The concept of CSR is relatively new in India as it came into effect from 1st of April 2014. Since then many firm have taken the initiatives to practice CSR which have met with varying need of the society. The present study is based on the study of CSR activities undertaken by Numaligarh Refinery Limited (NRL) with reference to Healthcare scheme.

From the study it can be concluded that NRL which is one of the leading company in the state has been comprehensively able to deliver its service to the society in the form of Corporate social responsibility. In the health care sector NRL has performed its corporate responsibility smoothly and many people have been benefited under various scheme implemented by NRL under Health care. The efforts of NRL towards health care of the society is highly appreciable and encouraging in nature as it has been able to give a healthy life for large number of population who have been benefited under various health care schemes of NRL.

**Key Words:** Corporate Social Responsibility (CSR), Health Care, Ethics, Organization, NGO, NRL etc.

1. **Introduction**

Corporate Social Responsibility (CSR), also referred to as corporate citizenship or socially responsible business, is a form of corporate self-regulation integrated into a business model. The interest in CSR has grown with the spread of socially responsible investing, the attention of nongovernment organization (NGOs), and ethics training within organization. Recent incidents of ethics-based corporate scandals have also increased awareness of CSR. Organizations that embrace CSR hold themselves accountable to others for their actions and seek to make a positive impact on the environment, their communities, and the larger society.

Corporate Social Responsibility plays a significant role in making company’s brand popular not only among their competitors but also among media and other organization’s by effective implementation of the CSR policy. The study will focus on the effectiveness of the performance of the CSR policy. The study will assess the performance of the CSR policy in discharging selected health care activities of the NRL.

1. **Statement of the problem:**

Corporate social responsibility (CSR) is becoming a relevant subject and it appears repeatedly in the vast majority of academic and professional journals. The concept of CSR is relatively new in India as it came into effect from 1st of April 2014. Since then many firm have taken the initiatives to practice CSR which have met with varying need of the society. The present study is based on the study of CSR activities undertaken by Numaligarh Refinery Limited (NRL) with reference to Healthcare scheme.

1. **Objectives of the Study**

The study has been conducted mainly-

* To identify the scheme adopted under Health care by NRL under its CSR practices.
* To assess the coverage and beneficiaries undertaken under Health care scheme of NRL.
1. **Research Queries:**

Based on the research objectives of the study, the following queries were considered:

* What are the schemes NRL have implemented under health care?
* Which areas are covered and benefit received under these schemes?
1. **RESEARCH GAP:**

After going through the review of literature it is found that many researches has been conducted on Corporate Social Responsibility (CSR) by many researchers on many corporate institution. But regarding the CSR practices of Numaligarh Refinery Limited with special reference to Health care sector no research has been conducted. Therefore the present study is to fill the gap and to analyze the CSR practices related to health sector and also to find the focus area of the institution regarding the health sector. The study also tries to analyze the area of operation and implementation of the health care program of CSR regarding the health care sector of the company.

1. **Research Design**

Descriptive research design has been used for the study as to present a clear picture of phenomenon under investigation. Descriptive research design involves gathering data that describe events and then organizes, tabulates, depicts and describes the data collection. It includes survey and fact finding enquires of different kinds.

The study is based on the secondary data. The secondary sources include Annual Report of the NRL**,** the company’s website, other websites and various journals and records from administrative office of NRL.

1. **Data Analysis and Interpretation**

**Table 7.1: Profits of NRL for financial years i.e. 2014-2015, 2015-2016 and 2016-2017 and its amount spend on CSR and sustainable activities.**

|  |  |  |
| --- | --- | --- |
| **Financial year** | **Profit (in crore)** | **2% of profit spend on CSR & sustainable activities (in crore)** |
| 2014-2015 | 718.31 | 14.36 |
| 2015-2016 | 1222.34 | 24.44 |
| 2016-2017 | 2096.72 | 41.93 |

**Source: Compiled through secondary data**

**Interpretation:**  It is therefore, analyzed that the amount of money spend by NRL out of their profit towards CSR is gradually increases year by year as a result of increase in its business operations.

**Table 7.2 showing the distribution of CSR expenditure for various schemes of CSR for last three years.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Amount spend on Livelihood opportunity** | **Amount spend on Education** | **Amount spend on Healthcare** | **Total** |
| 2014-15 | 49,80,000 (9.67%) | 2,25,18,000 (43.73%) | 2,39,93,000 (46.60%) | 5,14,91,000(100%) |
| 2015-16 | 1,78,12,000(25.80%) | 3,53,97,000(51.26%) | 1,58,43,000(22.94%) | 6,90,52,000(100%) |
| 2016-17 | 6,83,66,000(49.65%) | 3,27,65,000(23.79%) | 3,65,76,000(26.56%) | 13,77,07,000(100%) |

**Source: Compiled through secondary data**

**Interpretation:** It is therefore, analyzed that in 2014-15 maximum amount spend on Health Care, in 2015-16 maximum amount spend on education and in 2016-17 maximum amount spend by NRL on livelihood opportunities. So, we can conclude that as times goes on NRL give more importance to livelihood opportunities rather than education and health care.

**Table 7.3: Depicting the amount spent on CSR as a whole and the amount spent under Healthcare from the year 2014-2015, 2015-2016 and 2016-2017.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Total CSR expenditure (crore)** | **Amount spend on Health Care (Rs.)** | **% of amount spend on Health care** |
| 2014-1015 | 14.36 | 2,39,93,000 | 31.40% |
| 2015-2016 | 24.44 | 1,58,43,000 | 20.73% |
| 2016-2017 | 41.93 | 3,65,76,000 | 47.87% |

**Source: Compiled through secondary data**

**Interpretation:** The total amount spent for the year 2016-17 is the highest in the last three year i.e. Rs. 36576000.

**Head of expenditure of CSR activities under Health care:**

**Table 7.4 showing the expenditure incurred providing Free Treatment for the financial year 2014-2015:**

|  |  |  |
| --- | --- | --- |
| **Name of scheme** | **No. of beneficiaries** | **Total amount spent (In lacs.)** |
| Niramoy | 51,553 | 44.64 |
| Dristi | 19174 | 6.70 |
| NRL helping hand | 24,856 | 13.26 |

**Source: Compiled through secondary data**

**Interpretation:** From the above table we can clearly interpret at the amount spent under project “Niramoy” is highest for the financial year 2014-15 of the total cost i.e. 44.64 (in lakhs).

**Table 7.5 showing the expenditure incurred providing Free Treatment for the financial year 2015-2016:**

|  |  |  |
| --- | --- | --- |
| **Name of scheme** | **No. of beneficiaries** | **Total amount spent(In lacs.)** |
| Niramoy | 16,943 | 36.79 |
| Dristi | 5,650 | 11.23 |
| NRL helping hand | 18,984 | 43.06 |
| Total | 41,277 | 91.08 |

 **Source: Compiled through secondary data**

**Interpretation:** From the above table we can clearly interpret at the amount spent under project “NRL Helping Hand” is highest for the financial year 2015-16 of the total cost i.e. 43.06 (in lacs).

**Table 7.6 showing the expenditure incurred providing Free Treatment for the financial year 2016-2017**

|  |  |  |
| --- | --- | --- |
| **Name of scheme** | **No. of beneficiaries** | **Total amount spent(In lacs.)** |
| Niramoy | 14,041 | 59.89 |
| Dristi | 2,384 | 11.62 |
| NRL helping hand | 17,842 | 67.09 |
| Total | 34,267 | 138.6 |

**Source: Compiled through secondary data**

**Interpretation:**. From the above table we can clearly interpreted at the amount spent under project “NRL Helping Hand” is highest for the financial year 2016-17 of the total cost i.e. 67.o9 (in lacs).

**7.7 Table showing the total expenditure under providing free treatment for last three year i.e. 2014-2015,2015-2016 & 2016-2017**.

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of the schemes** | **Total No. of beneficiaries** | **Amount (Rs.)** | **Percentage** |
| Niramoy | 82,537 | 1,41,32,000 | 48.02% |
| Drishti | 27,208 | 29,55,000 | 10.04% |
| NRL helping hand | 61,682 | 1,23,41,000 | 41.94% |
| Total | 1,71,427 | 2,94,28,000 | 100% |

**Source: Compiled from secondary data**

**Interpretation:** From the table it is clear that huge amount has been spend for the project Niramoy which is 48.02% of the total expenditure of CSR in the last three years, only 10.04% of total CSR expenditure has been spend under project drishti which is lowest of all three schemes under scholarship program and the expenditure for the project NRL helping hand has been moderate which consist 41.94% of the total cost of CSR expenditure.

**Table 7.8 showing the expenditure incurred providing Cleanliness campaign and providing safe drinking water for the financial year 2015-2016:**

|  |  |  |
| --- | --- | --- |
| **Name of scheme** | **Sector under which project is covered.** | **Total amount spend(In lacs)** |
| Parichannata | “Paricchannata” a scheme to contrast 100 nos of low cost sanitary toilet for BPL household to ensure better health and hygine including elimination of open defecation. | 17.05 |
| Jeevandhara | Providing water supply facility under project “Jeevandhara” by reviving existing piped water scheme at Letkujan and repair and renovation of existing 13 nosringwells in nearby villages. | 11.9 |

**Source: Compiled through secondary data**

**Interpretation:** From the above table we can clearly interpreted at the amount spent under project “Parichannatta” is highest for the financial year 2015-16 of the total cost i.e. 17.05 (in lacs).

**Table 7.9. showing the expenditure incurred providingCleanliness campaign and providing safe drinking water for the financial year 2016-2017:**

|  |  |  |
| --- | --- | --- |
| **Name of scheme** | **Sector under which project is covered.** | **Total amount spend(In lacs)** |
| Parichannata | “Paricchannata” a scheme to contrast low cost sanitary toilet for BPL household to ensure better health and hygine including elimination of open defecation. | 6.9 |
| Jeevandhara | Providing water supply facility under project “Jeevandhara” by reviving existing piped water scheme and repair and renovation of existing ringwells in nearby villages. | 32.17 |
| Total |  | 39.07 |

**Source: Compiled through secondary data**

**Interpretation:** From the above table we can clearly interpreted at the amount spent under project “Jeevandhara” is highest for the financial year 2016-17 of the total cost i.e. 32.17 (in lacs).

**Table 7.10. Showing the total expenditure under providing Cleanliness campaign and providing safe drinking water for last three year i.e. 2014-2015,2015-2016 & 2016-2017**.

|  |  |  |
| --- | --- | --- |
| **Name of the schemes** | **Amount**  | **Percentage** |
| Paricchannata | 34,53,000 | 43% |
| Jeevandhara | 44,07,000 | 57% |
| Total | 78,60,000 | 100 |

**Source: Compiled through secondary data**

**Table 7.11: Showing trend of CSR spending under Healthcare during study period**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Total CSR exp.(in Crore)** | **CSR exp under Health care** | **Percentage** |
| 2014-2015 | 14.36 | 2,39,93,000 | 16.71 |
| 2015-2016 | 24.44 | 1,58,43,000 | 6.48 |
| 2016-2017 | 41.93 | 3,65,76,000 | 8.72 |

**Source: Compiled through secondary data**

**Interpretation:** From the graph we can analyze that the amount spend on CSR under Healthcare has decrease from 16.71% in the year 2014-15 to 6.48% in the year 2015-16 and again the spending has been increase to 8.72% in the year 2016-17.

1. **Findings of the study:**

**Section I:** in this section it has justify the first objective of the study i.e. to identify the various scheme undertaken by NRL under health care. Following are the finding in order to fulfill the first objectives:

* NRL has implemented five schemes under health care and has been avail to deliver service to the beneficiaries. Following are the project implemented under health care by NRL.
* Niramoy
* Drishti
* NRL helping hand
* Paricchannata
* Jeevandhara
* The researcher found that CSR spending under Health care has decrease from 16.71% to 6.48% in the year 2015-16 and it again it was increase to 8.72% of the total CSR budget in the year 2016-2017.
* The expenditure pattern of CSR activities are divided into two heads i.e.(a) Providing free treatment and (b)Cleanliness campaign and providing free drinking water.
* NRL has implemented three schemes for providing free treatment to beneficiaries by providing healthcare facility at doorstep to the beneficiaries under project Niramoy. In project dristi free eye treatment is provided to the beneficiaries by organizing medical camp. Under project NRL helping hand aid and appliance are provided to the differently able patience to live their life with dignity.

**Section II:** In section II it justifies the second objective of the study i.e. to assess the coverage and beneficiaries under health care by NRL. Following are the findings to fulfill the second objective of the study:

* The area mostly covered under Healthcare schemes within 10km radius of Refinery and some activities under Healthcare is implemented all over the state specially the sanitation program under project paricchannata.
* The researcher found that in the year 2014-15 the project/schemes were implemented directly by NRL and for the next 2years of the study NRL has directed the projects/schemes though agency i.e. NGO, state govt, society, trust and CPSE.
* Project “Niramoy” provides accessible Health care facility in nearby villages of the Refinery in Numaligarh through regular Mobile Camps (almost 1 camp per day). Total no. of beneficiaries under project Niramoy is 51,553(patients) and the amount spendon this project is Rs.44, 64,000 for the year 2014-15.
* “Niramoy” under NRL’s Healthcare project since 2015-16, 287 nos. of mobile Medical Camps were conducted in villages in the vicinity of NRL through VK NRL Hospital covering 16943 nos. of patients. Further, a free surgery camp was also organized for poor and needy patients of Arunachal Pradesh (Tirap dist.) under multi dimensional service project of Vivekananda Kendra-‘**Arunjyoti’** and the amount of spends is Rs. 36,79,000.
* Project “Drishti” provides 38 nos. of free Eye screening cum cataract detection program have been conducted in villages & Tea gardens of Golaghat district through Lions Eye Hospital &Sankardev Nethralaya, Guwahati. A total of 19,174 patients were screened in these camps out of which 1201 cataract patients were operated since 2014-15 and the amount of spend is Rs. 6,70,000. But the no. of beneficiaries has decrease in the year 2015-16 to 5650 (patients) and amount spend was Rs. 11,23,000 and it has decreased further to 2384(patients) in the year 2016-17 and the amount spend was Rs. 11,62,000.
* Under Project “NRL helping hand” 24,856 no. of beneficiaries have been benefited and the amount cost is Rs. 13, 26,000 for the year 2014-15. The no. of beneficiaries was decrease to 18,984 and amount spend was 11, 23,000. Again the no. of beneficiaries was further decrease to 17,842 (patients) and expenditure incurred was Rs. 17, 84, 200.
* After conducting the study the researcher found that the highest amount has been spend under project Niramoy i.e. 48.02% of the total expenditure in last three years.
* The researcher found that under providing Cleanliness campaign and providing safe drinking water the highest amount of expenditure has incurred under project “Jeevandhara” i.e.57% of total expenditure under this head.
1. **CONCLUSION:**

As discussed above CSR is not a very old concept in India, Even since its inception corporate like NRL has been involved in serving the community through various CSR activities. Through donation and charity event NRL has been doing the part for the society. The basic objective of CSR this day is to maximize the overall impact on the society and stakeholder. CSR policies, practices and programs are being comprehensively integrated by NRL throughout their business operations and processes.

Thus from the study it can be concluded that NRL which is one of the leading company in the state has been comprehensively able to deliver its service to the society in the form of Corporate social responsibility. In the health care sector NRL has performed its corporate responsibility smoothly and many people have been benefited under various scheme implemented by NRL under Health care. The efforts of NRL towards health care of the society is highly appreciable and encouraging in nature as it has been able to give a healthy life for large number of population who have been benefited under various health care schemes of NRL.

# References

* Gupta Santosh, 2010” Research Methodology and Statistical Technique” Deep and Deep publication Pvt. Ltd, New Delhi pp. 86
* Kothari, C.R: Research Methodology: Methods and Techniques (2012), New Age International (P) Ltd. Publisher p:334
* Arora, B. &Puranik. (2004). A Review of Corporate Social Responsibility in India, Development, 47(3), 93-100.
* Bansal, H., Parida, V. & Kumar, P. (2012). Emerging trends of Corporate Social Responsibility in India. KAIM Journal of Management. Vol.4. No. 1-2
* Chatterjee, D. (2010). Corporate Governance and Corporate Social Responsibility: The case of three Indiancompanies. International Journal of Innovation, Management and Technology, Vol. 1, No. 5.
* Cannon, T. (1992). Corporate responsibility. Trans-Atlantic pubns.
* PHD Chamber, “Corporate Social Responsibility in India- Potentials to Contribute towards Inclusive Social Development” in Global CSR Summit 2013, CSR: An Agenda for Sustainable Inciusive Growth”- PHD Chamber of Commerce, July, 25, 2013.
* SahuSuprava (2014), “CSR Activities of Maharatna Companies in India: Analytical case based approach”, International Journal of Management Research and Business Strategy, Vol. 3, No. 3 retrieved on Feb 10, 2015.
* Hartman, M. (2011). Corporate Social Responsibility in the food sector. European Review of Agriculture Research.Vol. 38. No.3. 297-324.
* Hartman, M. (2011). Corporate Social Responsibility in the food sector. European Review of Agriculture Research.Vol. 38. No.3. 297-324.
* Idowu, S. &Loanna, P. (2007). Are Corporate Social Responsibility matters based on good intentions or false pretences? A critical study of CSR report by UK companies.Corporate Governance Journal. Vol. 7. No.2. 136-147.
* Khan, A.F & Atkinson, A. (1987). Managerial attitudes to social responsibility: A comparative study in India and Britain. Journal of Business Ethics, 6, pp 419-431.
* Shah, S. &Bhaskar, S. (2010). Corporate Social Responsibility in an Indian Public Sector Organisation: A case study of Bharat Petroleum Corporation Ltd. Journal of human values. Vol. 16. No. 2. 143-156.
* Verma, S. and Chauhan. (2007) . Role of Corporate Social Responsibility in Developing Economics. International Marketing& Society, 8-10 April, 2007, IIMK.
* Baker, M. (2012). Four emerging trends in Corporate Responsibility. Retrieved from <http://www.mallenbaker.net/csr/CSRfiles/articles.php> on 7th april 2018
* Green Paper: Promoting a European Framework for Corporate Social Responsibility (2001). Retrieved from <http://europa.eu/rapid/press-release_DOC-01-9_en.pdf>. on 27th april 2018
* Mohanty, B. P. (2012). Sustainable Development Vis-à-vis Actual Corporate Social Responsibility. Retrieved on http://www.indiacsr.in. access on 25th February 2018
* Moon, J. (2004). Government as a driver of Corporate Social Responsibility: A U.K. comparative Perspective. International Centre for CSR. No.20. Retrieved from <http://www.ecrc.org.eg/Uploads/documents/Articles_Government%20as%20a%20driver%20for%20> CSR(6-3).pdf on 20thapril 2018
* TERI (2001): Understanding and Encouraging Corporate Social Responsibility in South Asia, Altered Images the 2001 state of corporate responsibility in India poll, 11, <http://www.terieurope.org/docs/CSR-India.pdf> 22th april 2018
* Lexicon.ft.com/Term?term=corporate-social-responsibility—(CSR) Access on 9th February 2018
* [www.busunessmanagement.com/notes/corporate-social-responsibility/arguments-in-favour-against-corporate-social-responsibility-csr-management/5315](http://www.busunessmanagement.com/notes/corporate-social-responsibility/arguments-in-favour-against-corporate-social-responsibility-csr-management/5315) access on 9th February 2018