

Effectiveness of Corporate Social Responsibility on Below Poverty Line Community Development (BPLC)

Dr. P. Amuthalakshmi

Abstract—The Below Poverty Line community (BPLC) People, having devastative problems like consuming polluted water, open defecation, child stool disposal system, waste dump site, sewage drains, water borne disease, and it paves a risky factors to overall health of the community. Many of the settlements are illegal, not having official addresses and are commonly denied basic rights and entitlements, including right to vote, public education and health care. Material poverty is hardship enough, but poverty mainly undermines moral principles and personal virtues and is thus one of the causes of crime. Herein the corporate social responsibility of the companies/industries come forward and through their philanthropy works alone the BPLC able to win over the situations. The mission of industry is to produce an abundance of goods, monetary help, make them available to the public especially to below poverty line community and in doing so make life easier for people and help to eliminate poverty.

Objectives of the study:

- To explore the CSR role in supplying water to BPLC.
- To identify the CSR role in providing Kind of toilet facility to BPLC
- To ascertain the CSR role in compacting water borne diseases.
- To study the CSR role in empowering BPLC.

Methodology adopted for the study: The researcher used interview schedule to collect primary data, to know about their water problems, sanitation and types of illness etc. She has chosen Nedunchezian nagar and Ezhil nagar BPLC area to collect the primary data the sample chosen was 500. Secondary sources have been adopted to collect CSR contribution.

Major findings: Corporate are interested and having a strong desire to change the lifestyle of the BPLC, particularly to provide them safe drinking water, sanitation facilities, constructing hospitals, etc.

Keywords—Corporate Social Responsibility, Poverty Line Community, BPLC.

I. INTRODUCTION

A business or enterprise exists to meet the demands of society at any given time and it invests in its own future by developing products that will improve the culture of a society. Its activities contribute to society and provide something useful to people and in that role it supports and benefits social life. An enterprise can continue to function only as long as it helps to sustain and advance culture through its activities in society. The European commission (EC) which describes the concept of CSR and which is the foundation for companies to integrate

economical and social requirements in their company's initiatives and the inter-relation by the stakeholder is more popular. Josef et.al (2007) examined the firms make a decision to go beyond the lawful minimum responsibilities and requirements based on combined bargaining are permit for the social need.

When a business of some kind moves in, it occupies a large amount of land and employs numerous people. That company must be ready to make some commitments- a promise to become a genuine part of a local community and environment to maintain harmony with both and to make a significant contribution to the life of the BPL community.

II. BELOW POVERTY LINE COMMUNITY -CONCEPT

The BPLC is defined as predominately residential area where the dwellings by reason of dilapidation, overcrowding, faulty management, lack of ventilation, lack of sanitation or any combination of these factors detrimental to safety, health or morale. Buildings made up of flimsy materials are prone to ignite, frequently collapse and offer scant protection, against the elements, leaving their residents vulnerable to injury, violence, illness and death. The persons living in areas are characterized by poverty, overcrowding, prevalence of vice, drinking, violence, commit crimes, which are more or less in harmony with habitual character of the BPLC. The housing condition is characterised, by poorly arranged structures, inadequate light and ventilation, poor design, poor water supply and lack of sanitary facilities. The basic resources are not available and the other public provisions are inadequate, streets are unrepaired and garbage is rarely cleaned adding to the undesirable environment. The poor sanitary facility brings even more serious difficulties and it remains one of the stubbornly persisting problems of BPLC. The unemployment, underemployment and low wages constitute the rule in the BPLC women. There is constant struggle for economic survival.

III. SANITATION SYSTEM IN CHENNAI BPLC

BPLC people do not have toilets in their house. They depend on community toilets which are un-cleaned and ill maintained. Toilets were positioned at locations where rain water from a broken pipe line intrude and have no light facilities. In a community toilet, the situations were in a day 50-100 members must use the toilet. No one is using soap for cleaning their hands after using the toilets. They perceive that use of soap is not at all an important matter for the BPLC dwellers. Children mainly use the drains as the open lavatories.

Mostly, men go to the banks of Coovum River and nearby the bushes of the railway tracks for open defecation. This type of unhygienic environment poses a grave concern and big threat to health of the BPLC dwellers. During the menstrual cycle the women and adolescent girls finding it difficult to use common toilet since it is unhygienic. Toilets were found to be choked and have a foul smell attracting health problems.

IV. TOILET BLOCKS

A toilet block is a constructed common bathroom facility with seats ranging from 5 to 25. It can either be accessible to the general public (public blocks) or have restricted use to within a BPL community (community blocks). In this largely prevalent model, the government provides the land and capital investment to a private or non-profit body that constructs, operates and maintains the toilet in return for the right to collect usage fees. A significant percentage of BPLC population, defecate in vacant plots, abandoned buildings, near storm water drains, canals, and gully, which end up in lakes, streams and rivers causing severe health and environmental problems. The adolescent girl children use the same place as that of their parents in sort of yards either public or private or near water bodies or bush or some other places like small forest, bushes or rail tracks. Their parents worry about the safety of their children and they have complaints like the children attacked by men folk for physical abuse or to steal jewellery or sometimes snakes, stray dogs bits them while their defecation.



Fig. shows that due to water scarcity there is no provision of keeping the water inside the toilet & it is not maintained properly

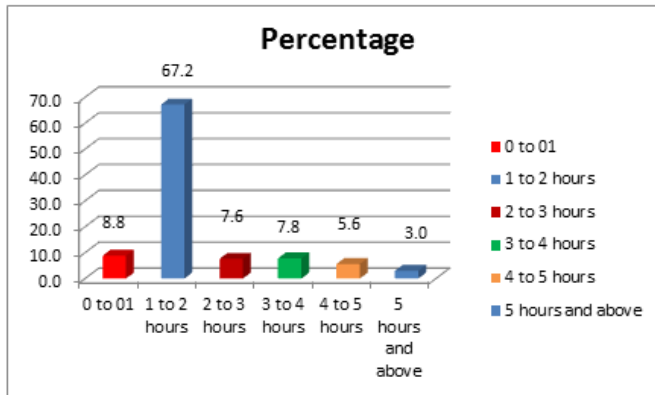


V. DRINKING WATER SUPPLY IN BPLC

The (BPLC), for many areas the water source is not located in own dwellings and some areas the situation is different as it is located in their own or nearby yard or plot. Majority of the respondents using public taps and hand pumps as their water resources. For many residents it is difficult to find the water as it is located far off & they have to go to one to two kilometers to fetch the water. Residents are using the particular water source (well) traditionally for many years and it has the chance of depletion and many water sources already polluted and depleted. Water is one of the biggest issues that BPLC dwellers encounter because water is scarce and contaminated.

The water is polluted and people are not treating the water by Boiling, adding Bleaching powder or filtering with mechanical device. When they store water in a pot, containers, bucket the households are not closing the water with lid which prone to some infections such as Diarrhoea, dysentery, cholera, typhoid, malaria and other diseases. Also in stored water for long days they found worms in it.

VI. DAILY HOURS OF WATER SUPPLY



This is based on combined data from both areas Nedunchezian nagar and Ezhil nagar on daily hours of water supply

From the above table it has been told by 67.2% (336) respondent’s water supply is available only for 1to 2 hours in a day. 38 respondents said that they availed water only for 2 to 3 hours in a day and 39 respondents said that they have water only for 3 to 4 hours in day inclusive of all the available water sources.

VII. HOUSEHOLD SANITATION

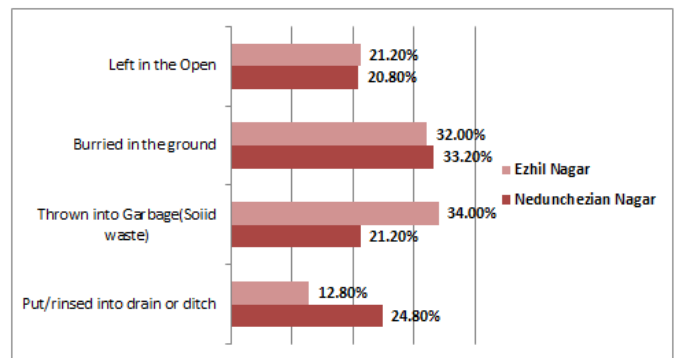
As we have Ezhil Nagar where all 250 households have access to individual toilets we captured all other mode of sanitation in Nedunchezian nagar. (MULTI RESPONSE)

| Household Sanitation | WOMEN | MEN | CHILDREN | ELDERLY |
|-----------------------------------|-------|-----|----------|---------|
| Bush | 41 | 77 | 91 | 41 |
| | 8% | 15% | 18% | 8% |
| River | 17 | 160 | 73 | 0 |
| | 3% | 32% | 15% | 0% |
| Rail track | 41 | 175 | 10 | 24 |
| | 8% | 35% | 2% | 5% |
| Share toilet (Individual toilets) | 160 | 79 | 6 | 5 |
| | 32% | 16% | 1% | 1% |
| Community toilet | 174 | 16 | 58 | 2 |
| | 35% | 3% | 12% | 0% |

The above table explains the percentage of respondent’s household’s sanitation. The respondents are using Bush, River ,Rail Track, Share Toilets and community Toilets. 8% of women respondents, 15% of men respondents, 18% of children, 8% of elderly are using bush as their defecation point. Also 3% of women, 32% of men,15% of children are using Coovum river as their defecation point. 8% of women, 35% of men, 2% of children, 5% of elderly are using Rail track as their place of defecation. 32% of the women respondents, 16% of the men respondents are sharing share toilet as their

place of defecation.

VIII. STOOL DISPOSED WHERE THE CHILD OF HOUSEHOLD DEFECATED



Since the figure is self explanatory the interpretation is not given

IX. TYPE OF ILLNESS IN BPLC

| Type of illness * Name of the Area | | | |
|------------------------------------|--------------------|---------------|---------------|
| Type of illness | Name of the Area | | Total |
| | Nedunchezian Nagar | Ezhil Nagar | |
| Diarrhoea | 78 31.2% | 73 29.2% | 151 30.2% |
| Typhoid/Jaundice | 23 9.2% | 18 7.2% | 41 8.2% |
| Skin Disease | 34 13.6% | 16 6.4% | 50 10.0% |
| Gastroenteritis | 26 10.4% | 59 23.6% | 85 17.0% |
| Malaria/Dengue | 49 19.6% | 63 25.2% | 112 22.4% |
| Respiratory problem | 0 0.0% | 0 0.0% | 0 0.0% |
| Tuberculosis | 40 16.0% | 20 8% | 60 12% |
| Total | 250 100.0% | 250 100.0% | 500 100.0% |

Since the table is self explanatory the interpretation is not given.

ORIGIN OF CSR:

A business organisation cannot work in isolation and the extent to which a business organisation considers the environmental, ethical and social issues in its working foregoing a part of its profit for the betterment of a society is a crucial one. A company which fails to do so is jeopardizing its commercial future. In India, the ethical and moral model initiated by Mahatma Gandhi during 1930s is well known which affirmed the responsibility of family-run-business conducting social and economic activities; corporate social responsibility has no standard definition. We generally define that it is a type of contribution/s from the corporate houses out of their huge profit to the various aspect of social development of the society. Some of the big Indian corporate like INFOSYS, WIPRO, and TATA has become a kind of role model in CSR

activities in India.

The policy sets out the company’s commitment & approach towards corporate social responsibility based on our legacy of ‘giving back to society’. The companies are committed to improve the quality of life of the communities in the theme of “Building Sustainable Livelihoods.” In accordance with the requirement of the Companies Act, 2013, the company’s CSR programs mainly focussed on the Income generation and livelihood enhancement programs. The CSR committee comprises of three or more directors of which one will be independent director. The amount spent by the company is stipulated under the act, as amended from time to time (presently 2% of the average net profits of the company for the proceeding three financial years

CSR COVERAGE BY CORPORATES FOR BPLC DEVELOPMENT

TAJ Hotels resorts:

Promote responsible supply chain partnerships wherein select products and services are procured by Central Materials Group & Hotel purchase managers in a socially and environmentally conscious manner. *The target groups are local self help groups, N.G.O’s, Social enterprises, Scheduled Caste/ Scheduled Tribe vendors including interested family members of contractual staff.*

Adithya Birla Group: *The good drinking water project implemented throughout the fitting of the reverse osmosis plant in 14 government primary schools and high schools in Tamil nadu, 9,547 children have access to clean drinking water. Over the 244 hand-Pumps were installed at plants of the companies.* The Nationwide award has been conferring upon S.R.Khangittal, Tamil Nadu our model village. More than 200 individual toilets were built in papamkuppam and S.R.Khangittai, Tamil Nadu. Vending sanitary machines in 6 government secondary schools installed at gummidipoondi, have been resulted in increased attendance of girls at schools.

TVS Motor Ltd: Reduction of infant mortality and maternal mortality rate; reduction of malnutrition among children: reduction of anaemia among women by conducting nutrition demonstration programmes and supply of iron and calcium supplements to women and especially people belonging to the weaker section of society. *Reduction of open defecation by individuals by construction of toilets and promoting awareness of the disadvantages of open defecation. Eradicating extreme hunger, poverty and malnutrition, promoting preventive healthcare and sanitation.*

Shell: It Launched the second part of their brand reputation campaign called “clearing the air”. The campaign which introduces Shell’s latest technological development called GTL (gas –to-liquids)demonstrates that they are working on solutions for problems in society, in case of reducing the pollution.

Procter & Gamble: State that they always seeking ways to better integrate economic progress, social development and environmental concerns to ensure a better quality of life for future generations.

Bharti Airtel

Bharti foundation imparts primary and higher education to help in both holistic and academic development of under privileged children and youth across the rural pockets of India. *Girl child gets special focus in learning. This helps them connect with their own community and stay rooted to their local culture.*

DLF

DLF foundation administered scholarship for meritorious students from economically vulnerable sections of society and scholarship for higher education for aspirants particularly from certain districts of Haryana and U.P. Notable among these programs is the DLF-Choudhary Raghuvendra Singh scholarship for excellence in education.

Microsoft

Project Shiksha (Rs.100 crores or US 20 million dollar) , launched by Microsoft to improve computer education in India, aims at training 80,000 school teachers who would be educating 3.5 lakhs students across the country is an important step in this education.

NON-GOVERNMENTAL ORGANISATIONS AND CSR

Nongovernmental organisations like world vision, Aid –at-action, Asha Nivas, Ecomwel etc are doing their level best in associating with Corporate and lobbying for the Below Poverty line community development. N.G.O play an important role in terms of receiving fund from companies and identifying the needs and implementing the basic needs of the BPLC people. The N.G.O’S can put the needs and interests of government on one hand and BPLC on the other hand in disseminating the mission of water supply, constructing toilet facilities , taking precautionary measures to prevent the water borne disease etc. Some of the other elements through CSR as follows,

ELEMENTS OF COMMUNITY DEVELOPMENT THROUGH CSR

| S.NO | ELEMENTS | IMPORTANCE |
|------|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| 1 | Financial Self-Sustainability | Forming Self HelpGroup,Small savings, Loan Provision, Micro Finance services, decent repayment rates, zero debt |
| 2 | Poverty Alleviation | Poverty Reduction, Providing Basic amenities like water, sanitation, Housing, Decent standard of life |
| 3 | Women Empowerment | Socio-Political Empowerment, Gender Awareness, Legal Rights, Gender Advocacy |
| 4 | Employment generation &Enterprise development | Create Opportunities for employment, sustenance of the income generation activities. |

CRITICAL ASSESSMENT ON CSR ACTIVITIES IN DEVELOPING BPLC

People in the BPLC are involved to take up the responsibility and work as team in achieving the desired objectives in community development. Sometimes the process of community development through CSR activities is complicated, where the strength and force of the local community may not be

sufficient, therefore they invite the support of neighbouring likeminded people and the likeminded groups and organisations and even the neighbouring voluntary organisation to get their support in whatever way possible. CSR with social work to BPLC has evolved newer dimensions in the recent decades with sustainability getting more focus and giving impetus for longevity of basic necessities like water, sanitation, housing facilities. The grants for the social projects has now treated as SEEDING CAPITAL in addressing the needs of the BPLC. Sometimes the board of directors not conducive to sanction fund for the betterment of BPLC.

X. CONCLUSION

All corporate houses are indebted in social responsibility towards the society, national and international in common which give it with all material, nature resources and human. Without the external agency's intervention the BPLC areas are not afford to have basic facilities as such to lead a quality life. But providing water, proper sanitation and hygiene interventions alone one can bring change in the community members. All the appreciations goes to Corporate for their overwhelming care and share shown to their fellow human being & to contribute their profit especially for the BPLC.

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Dr. P. Amuthalakshmi is a Doctorate from Anna University, born on 29th May 1971 at cheyur village, Chengai Anna District, Tamil Nadu, India. She has studied her P.G. Masters degree in Social Work, Master of Philosophy, Masters of Business Administration and Ph.D in social entrepreneurship. She got her doctorate degree in 1998 from Anna university. She got her degrees in University of Madras, Chennai, Tamil Nadu, India. Her major field of study is social work with specialization in Community Development & having teaching experience for 20 years. She got Recognition as supervisor for Ph.D in social work in 2010. She has been Awarded, BHARAT SHIKSHA RATAN AWARD-by global society for health and educational growth in April 2013. She has attended international conference at Bengkulu, Indonesia between 15th to 17th October 2012, presented paper on Poverty influences human rights violation. She has guided 4 PhD scholars from Mother Teresa university, India, and currently she has 5 scholars pursuing PhD under her guidance. She has done government project on "Effectiveness of Mahatma Gandhi National Rural Employment Guarantee Scheme" (MGNREGS) - at Kancheepuram district. She has published three books, Organization Development- Interventions in Indian Business, 2009. ISBN 81-87301-26-0; Human Resource Accounting – Quality & Quantity, 2009. ISBN 81-87301-27-9; Social entrepreneurship – Empowering Below Poverty Line Community. 2009. ISBN 81-87301-29-5. Recently she has coordinated with NAAC team for her college and the college has been Reaccredited with "A" GRADE.