



International Journal of Arts and Science Research

Journal home page: www.ijasrjournal.com



AN EMPIRICAL STUDY OF CORPORATE SOCIAL RESPONSIBILITY IN SIGARENI COLLURIES COMPANY LIMITED, ANDHRAPRADESH, INDIA

Rama Krishna P^{1*}

*¹Department of Business Management, Swarna Bharathi Institute of Science and Technology (SBIT), Khammam, India.

ABSTRACT

The aim of this paper is Overall development of any coal Industry depends on its social responsibility. In olden days there is no Importance for this concept but after the new Industrial policy (1991) every coal unit now concentrating on CSR activities in order to sustain in the long run. In the present study CSR at SCCL, the company is maintaining the CSR activities in an effective manner. So that it fruits are enjoy by the number of stake holders.

KEY WORDS

Sigareni Colluries Company Limited and Corporate Social Responsibility.

Author of Correspondence:

Rama Krishna P,
Swarna Bharathi Institute of Science and
Technology (SBIT), Khammam, India.

Email: get2ramakrishna@gmail.com

INTRODUCTION

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large. Operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business. A concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment. A concept whereby companies integrate social and environmental concerns in their

business operations and in their interaction with their stakeholders on a voluntary basis. CSR is twofold. On one hand, it exhibits the ethical behavior that an organization exhibits towards its internal and external stakeholders (customers as well as employees). On the other hand, it denotes the responsibility of an organization towards the environment and society in which it operates. Corporate social responsibility is not about planting trees in some vague corner of the world, but about how you do your business and how ethical you are as a corporation. Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental, and social imperatives ("Triple-Bottom-Line- Approach"), People, Planet, and Profit. While at the same time addressing the expectations of shareholders and stakeholders in this sense, it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the reputation of a company, and strengthen its brand, the concept of CSR clearly goes beyond that.

Promoting the uptake of CSR amongst SMEs requires approaches that fit the respective needs and capacities of these businesses, and do not adversely affect their economic viability. CSR program on the Triple Bottom Line (TBL) Approach, which has proven to be a successful tool for SMEs in the developing countries to assist them in meeting social and environmental standards without compromising their competitiveness. The TBL approach, is used as a framework for measuring and Reporting corporate performance against economic, social, and environmental performance. In changing nature of world economy coal industries are playing a vital role in power and fuel generation. The production and productivity of coal industries depends on its CSR. In this connect the SCCL are also concentrating on CSR. Keeping in view of long run

sustained of the organization. For this purpose the present study Corporate Social Responsibility at SCCL has been taken.

CONDUCT ACSR ASSESSMENT

Step in CSR assessment

No firm big or small is likely to do anything about CSR, unless the board of director's senior management or owners recognizes that some sort of CSR-related problem, opportunity or challenge exists. This recognition, nascent or fully articulated, in turn provides the fuel for proceeding with a CSR assessment, with the hope of shedding light on the problem, opportunity or challenge and its significance. A logically first step is to gather and examine relevant information about the firm's products, services, decision-making processes and actives to determine accurately where the firm is now with respect to CSR activity, and to locate its "pressure points" for CSR action. A proper CSR assessment should provide an understanding of the following:

The firm's values and ethics.

The internal and external drives motivating the firm to undertake a more systematic approach to CSR.

The key stakeholders who are, or who need to be, engaged.

The current corporate decision-making structured and its strengths and inadequacies in terms of implementing a more integrated CSR approach.

The human resource and budgetary implications of such an approach existing CSR- related initiatives.

The assessment should identify the main risks and opportunities and culminate in a through gap analysis where is the organization strong and where is it weak relative to internal goals, peers and best practices. This is essential information for identifying priorities and for selling the approach within and outside the firm.

Why an assessment

When the board of directors and top management or owners do not have an accurate snapshot of how far the firm is down the CSR road, it is unlikely they will be able to make informed decisions about moving ahead. Front-end intelligence gathering in the form of a CSR assessment can save a firm form

launching a CSR approach or heading in a direction that is not sustainable. An assessment can also help identify CSR gaps and opportunities and there by improve business decision-making. Many firms are already engaging in CSR activates without necessarily identifying them as such, and frequently a firm can introduce a CSR approach to support or complement this work without much incremental investment. For example, a firm may have in place quality, environmental, occupational health and safety and other management systems, employee educational advancement programs or community out research initiatives. A among other things, a CSR assessment should identify all of these existing implicit initiatives, so they can be properly considered as part of a larger CSR approach.

A four - stage CSR assessment process is set out below

Assemble a CSR leadership team.

Develop a working definition of CSR.

Review corporate documents, process and activities.

Identify and engage key stakeholders.

This is not only way to do an assessment rather it is one way a firm can review the full range of its operations through a CSR lens. A number of (see below) the bottom line is that as long as the firm does a through appraisal of its currents and potential activities the objectives of the assessment.

Assemble a CSR leadership team

Ideally, a CSR leadership team would include representatives from the board of directors and top management or owners, as well as volunteers from various units within the firm that are affected by or involved in CSR issues other representative could be senior personal form human resources, environmental services, health and safety, community relations, legal affairs, finance and communalizations. Front - line staff in these areas and any other personal who may become key players involved in implementing the CSR approach the firm eventually develops should also be on the team. Keen employees should be encouraged to volunteer their time, energy and ideas. As the work of the team progresses and a better understanding of the implications of CSR for the firm emerge, it is quite possible that the membership of the team will

change. Even when there are no members of the board of directors on the team, it is vitally important that it be directly accountable to senior management and, ultimately, the board. This acknowledges that effective CSR implementation requires integrations of the principles of corporate social responsibility into the firm's central values and actives. Identifying a key senior manager as CSR champion sends a clear signal that the firm considers corporate social responsibility to be important.

Develop a working definition of CSR

The first task of the leadership team is to develop a working definition of CSR for the firm. This will become the foundation for the rest of the assessment. The definition for CSR should be something quite general. Here are some examples.

CSR is the firm's practices and policies that contribute to the well-being of the environment, economy and society. They address the needs of customers, suppliers, shareholders and the communities where the firm operates, without compromising the ability of future generations to meet their own needs.

CSR is the way the company integrates economic, environmental and social objectives while, at the same time, addressing stakeholder expectations and sustaining or enhancing shareholder value.

CSR is the overall relationship between the corporation and its stakeholders, which include customers, employees, communities, owners/investors, government, suppliers and competitors. Elements of CSR include investment in community out research, employee relation, creation and maintenance of employment, environmental stewardship and financial performance.

CSR is the responsibility that has to its stakeholders. It means that the firm's products and services create value for customers and contribute to the well-being of society. It means the firm operates using ethical business practices and expects the same from its means minimizing the environmental impact of its suppliers and partners. It means providing jobs, paying taxes and making a profit, as well as supporting philanthropy and community involvement. It means treating employees with

respect and being a good neighbor to the people next door as well as that half a world away.

The team may also wish to identify key values that motivate the firm and particular concerns it and members of its supply chain have, such as inclusivity, stewardship and integrity. These could be related, for example, to the environment, workplace, community relations (including Aboriginal peoples, when relevant), human rights, customers, government relation, bribery and corruption, or corporate governance.

Engaging people at all levels of the organization from employees to managers and members of the board of directors from the very beginning in developing the definition will help ensure the approach the firm ultimately takes to CSR will resonate and be accepted throughout the organization.

The input of members of the board and senior managers can be particularly helpful in articulated a definition, since they should be able to shed light on the initial motivations for launching work on CSR.

Review corporate documents, processes and activates

With a working CSR definition and an initial understanding of the motivations behind the firm's interest in CSR, the team should then review key corporate documents, processes and activates for actual and potential CSR implications.

Documents

Existing mission statements, policies, codes of conduct, principles and other operating documents are logical candidates for review, as firm is involved (e.g. if the firm "subscribers" to a set of sector-wide standards, principles or guidelines. It is useful for the leadership team to explore why these items were developed and to learn from them or at least acknowledge that they are CSR-related). It may be that they were past responses to CSR impacts or commitments in these documents may indicate that a culture shift may be required to effectively integrate CSR into decision making and business activities.

Processes

Firms typically have specific decision processes and associated decision making bodies in place to address particular aspects of operations and these

may take the lead in determining the resources, training and implementation of worker health and safety programs. It may also be that various parts of the organization are treated quite differently from one another. It is instructive for the leadership team to review these types of decisions, who makes them and how. It is also impotent to determine whether there is a unit or process in place to coordinate decisions about issues with a societal dimension.

Activities

The firm's activities that relate directly to providing its products or services to users can be closely connected to CSR. In addition to thoroughly examine internal operations for CSR-related to challenges and opportunities, it may be useful for the leadership team to examine those of competitors and firms in the other sectors. Practical ideas may also be gleaned by examining activities in other jurisdictions, such as the level of security or conflict overseas, since these may be harbingers of challenges or opportunities to come. The team should also consider activates of business partners (particularly supply - chain partners), since these may significantly affect the firm.

Identify and engage key stakeholders

Although the work of the leadership team should reveal important social responsibility trends, problems and opportunities for the firm to act upon, the team may nevertheless miss impartment issues that are more evident to those outside the firm. Mapping the interests and concerns of stakeholders against those of the firm can several opportunities and potential problem areas.

DEVELOP ACSR STRATEGY

What is a CSR STRATEGY?

The CSR assessment generates a base of information the firm can use to develop a CSR strategy. A CSR strategy is road map for moving ahead on CSR issues. It sets the firm's direction and scope over the long term with regard to CSR, allowing the firm to be successful by using its resources within its unique environment to meet market needs and fulfill stakeholder expectations. A good CSR strategy identifies the following:

- Overall direction for where the firm wishes to go in its CSR work
- A basic approach for proceeding
- Specific priority areas
- Immediate next steps

Why has a CSR STRATEGY?

There is a well-known expression that if you do not know where you are going, there is very little chance you are going to get there. This is a true with respect to CSR as it is with any other business approach. Following a CSR strategy helps to ensure that a firm builds, maintains and continually strengthens its identity and its market.

Developing a CSR strategy

The following five steps comprise a suggested way to develop a CSR strategy.

Build support with senior management and employees

Research what others are doing

Prepare a matrix of proposed CSR actions

Develop options for proceeding and the business case for them

Decide on direction, approach and focus areas.

There is no magic to this. The steps could be done in a different order or be called by different names, but taking them all will increase the likelihood of the firm having a systematic and realizable CSR strategy.

It is clear that a CSR strategy is unlikely to succeed when it is not based on a clear understanding of the firm's values, when it fails to take advantage of the ideas of those who might provide assistance, and when it does not approach issues systematically, building on strengths and addressing weaknesses.

IMPLEMENTING CORPORATE SOCIAL RESPONSIBILITY

There is no one-size-fits-all method for implementing a corporate social responsibility (CSR) approach: each firm has unique characteristics and circumstances that will affect how it views its social responsibilities: and each will vary in its awareness of CSR issues and how much work it has already done towards implementing a CSR approach.

That being said, there is considerable value in proceeding with CSR implementation in a systematic

way-in harmony with the firm's mission, and sensitive to its business culture, environment and risk profile, and operating conditions. It is clear that many firms are already engaged in customer, employee, community and environmental activities that can be excellent starting points for firm-wide CSR approaches. CSR can be phased in by focusing carefully on priorities in accordance with resource or time constraints. Alternatively, more comprehensive and systematic approaches can be pursued when resources and overall priorities permit or require. The bottom line is that CSR needs to be integrated into the firm's core decision making, strategy, management processes and activities, be it incrementally or comprehensively.

What follows is a board framework for implementing a CSR approach that builds on existing experience as well as knowledge of other fields, such as quality and environmental management. The framework follows the familiar "plan, do, check and improve" modal that underlies such well-known initiatives as those of the International Organization for standardization in the areas of quality and environmental management systems. The framework is also intended to be flexible, and firms are encouraged to adapt it as appropriate for their organization.

CSR implementation framework and corporate governance

A well-designed CSR implementation framework integrates economic, social and environmental decision-making throughout a firm - from the board of directors to front-line official and contractual supply-chain partners - and is therefore intimately connected with effective corporate governance. A properly governed firm can reap optimal benefits for itself and its shareholders, and in turn for those who are affected by the firm's activities. At all levels of a firm, inadequate direction and control of its activities and assets can jeopardize its very ability to operate. Effective CSR implementation does indeed take a significant investment of resources at the "front end" of the process. The commercial returns for this investment flow from your firm being as prepared as possible to your firm being less vulnerable to unexpected social and environment-related

challenges to its activities and products. The working definition is the key element of the road map it helps to ensure that everything that happens afterward is on course.

EVALUATE AND IMPROVE

What is an evaluation?

An evaluation tracks the overall progress of a firm's CSR approach and forms the basis for improvements and modification. With the information derived from verification and reporting, a firm is in a good position to rethink its current approaches and make adjustments. Evaluation is all about learning. Learning organizations are those whose existence is all based on continuous receipt and comprehension of new information and adaptation for sustainable advantage. An evaluation should involve stakeholder engagement, including committees, employees and outside stakeholders.

Why evaluate

An evaluation allows a firm to do the following:

Determine what is working well, why and how to ensure that it continues to do so.

Investigate what is not working well and why not, to explore the barriers to success and what can be changed to overcome the barriers.

Revisit original goals and make new ones as necessary.

This base of information should allow the firm to determine whether the current CSR approach is achieving its objectives and whether the implementation approach and overall strategy are correct.

How to do an evaluation

Drawing on the CSR objectives and indicators, and the information obtained through the verification and reporting process, firms should consider and respond to the following questions.

What worked well? In what areas did the firm meet its targets?

Why did it work well? Were there factors within or outside the firm that helped it meet its targets?

What did not work well? In what areas did the firm not meet its targets?

Why were these areas problematic? Were there factors within or outside the firm that made the process more difficult or created obstacles?

What did the firm learn from this experience? What should continue and what should be done differently?

Drawing on this knowledge, and information concerning new trends, what are the CSR priorities for the firm in the coming year?

Are there new CSR objectives?

Finally, it is important that firms celebrate their successes. When goals are met and progress is achieved all parties concerned need to give each other a pat on the back for a job well done.

In conclusion, with the growing importance of human capital as a success factor for today's organizations, the role of HR leadership will become ever more critical in leading and educating organization on the value of CSR and how best to strategically implement CSR policies and progress domestically and abroad.

Table No.1: Implementation framework

S.No	When? (Conceptual phase)	What? (Task delineation)	How? (Checkpoints on the journey)
1	Plan	1. Conduct a CSR assessment	Assemble a CSR leadership team Develop a working definition of CSR Review corporate documents, processes and activities Identify and engage key stakeholders
		2. Develop a CSR strategy	Build support with senior management and employees Research what others are doing Prepare a matrix of proceeding and business case for them Decide on direction, approach and focus areas
2	Do	3. Develop CSR commitments	Do a scan of CSR commitments Hold discussions with major stakeholders Create a working group to develop the commitments Prepare a preliminary draft Consult with affected stakeholders
		4. Implement CSR commitments	Develop an integrated CSR decision-making structure Prepare and implement a CSR business plan Set measurable targets and identify performance measures Design and conduct CSR training Establish mechanisms for addressing problematic behavior Create internal and external communications plans
3	Check	5. Verify and report progress	Measure and verify performance Engaged stakeholders Report on performance
4	Improve	6. Evaluate and improve	Evaluate performance Identify opportunities for impartment Engaged stakeholders
5	Cross-check: One cycle completed		Return to plan and start the next cycle

Did you participate in any of company's CSR activities?

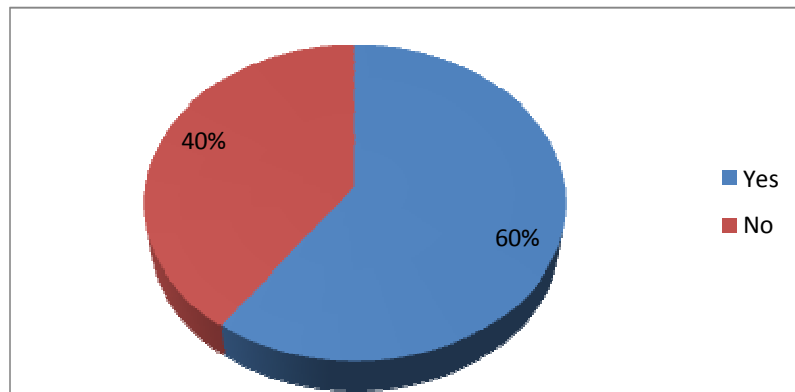


Figure No.1

Opinion	No. of Respondents	Percentage
Yes	100	60%
No	100	40%

Source: Questioner

INTERPRETATION

This graph shows that a large chunk i.e., about 40 % of employees are yet to participate in CSR activities.

Are you aware of CSR Policies in your company?

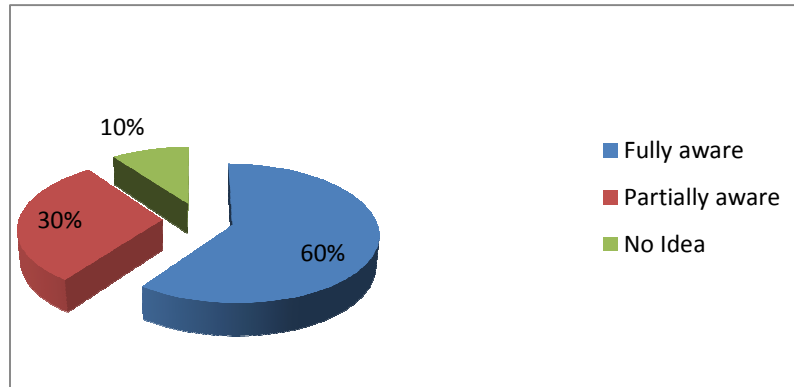


Figure No.2

Opinion	No. of Respondents	Percentage
Fully aware	35	60%
Partially aware	35	30%
No Idea	30	10%

Source: Questioner

INTERPRETATION

From the above data, it is evident that awareness on CSR among employees is not up to the expected level.

Do you feel that employees are also to be involved in taking part in CSR activities?

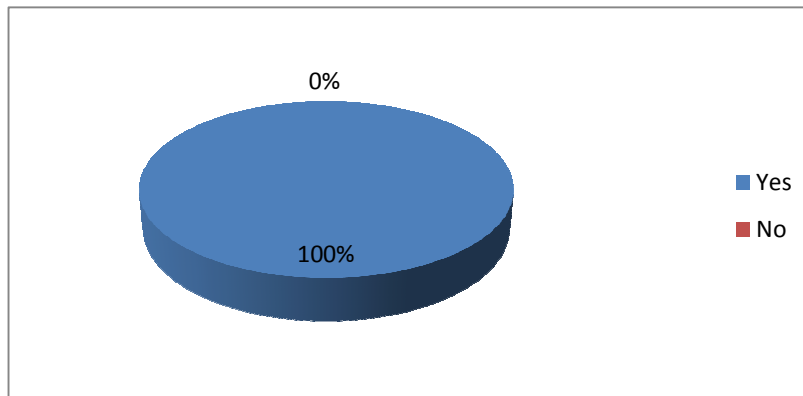


Figure No.3

Opinion	No. of Respondents	Percentage
Yes	100	100%
No	100	0%

Source: Questioner

INTERPRETATION

The graph shows that 100% responded as “Yes” and 0% as “no”. It is needless mention that all employees in the sample are strongly in favor of involving the employees in CSR activities which is a good sign.

To what extent the corporate social responsibility in your company is to be improved?

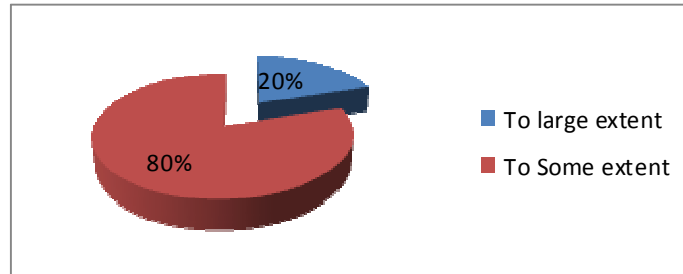


Figure No.4

Opinion	No. of Respondents	Percentage
To large extent	20	20%
To some extent	80	80%

Source: Questioner

INTERPRETATION

This data indicates that corporate social responsibility in the company needs improvement to some extent.

To what extent the corporate social responsibility helpful to the uneducated worker families and PAPs/PAFs in the singareni coal mining area?

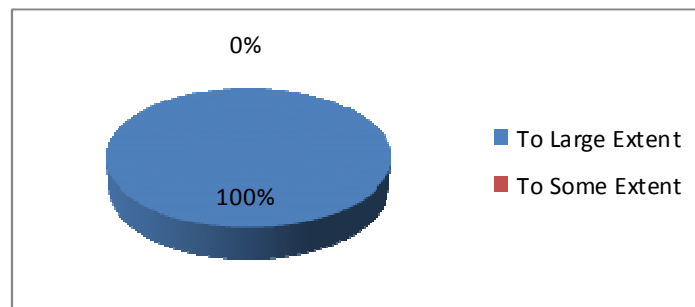


Figure No.5

Opinion	No.of Respondents	Percentage
To large extent	100	100%
To some extent	0	00%

Source: Questioner

INTERPRETATION

This overwhelming response shows that CSR plays prominent role in helping PAP's/PAF's.

It is necessary to involve Trade unions in CSR activities?

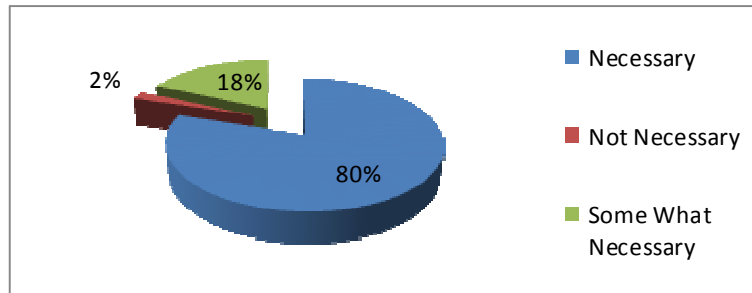


Figure No.6

Opinion	No.of Respondents	Percentage
Necessary	50	80%
Not Necessary	30	2%
Somewhat necessary	20	18%

Source: Questioner

INTERPRETATION

The graph shows that majority of respondents opine that trade unions are to be involved in CSR activities.

Do SCCL management involved employees from all disciplines in CSR activities?

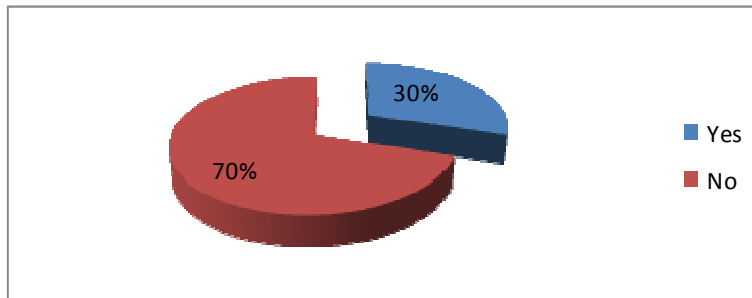


Figure No.7

Opinion	No. of Respondents	Percentage
Yes	100	30%
No	100	70%

Source: Questioner

INTERPRETATION

This data suggests that the management should have taken immediate and cognizable measures to involve the employees from all the disciplines in CSR activities.

Do you agree that your company is pursuing the policy of sustainable economic development with Eco-friendly coal-mining?

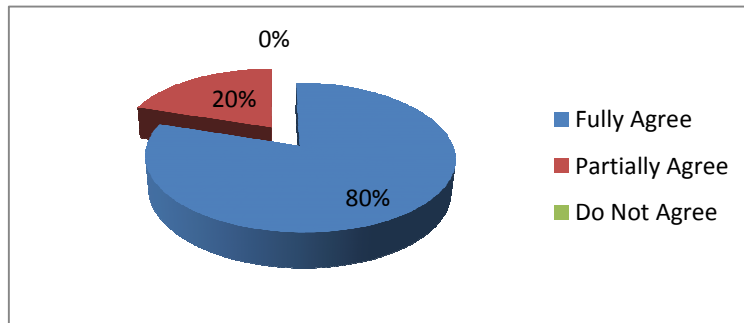


Figure No.8

Opinion	No. of Respondents	Percentage
Fully agree	60	80%
Partially agree	30	20%
Do not agree	10	0%

Source: Questioner

INTERPRETATION

It is evident from the above data that company following the policy of sustainable economic development with eco-friendly coal mining.

Are all the stake holders participating in CSR policies taken up by the organization?

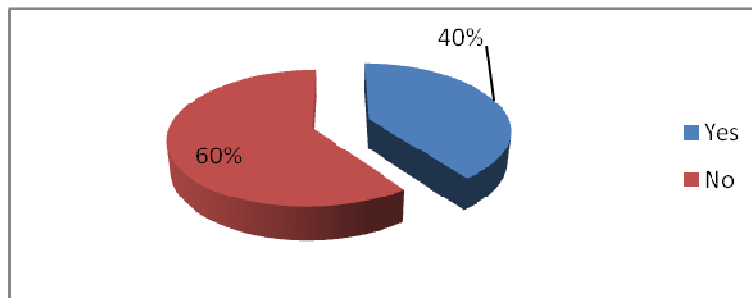


Figure No.9

Opinion	No. of Respondents	Percentage
Yes	50	40%
No	50	60%

Source: Questioner

INTERPRETATION

This shows that the company is not involving all the stake holders in CSR activities.

Are the CSR activities being monitored in the company?

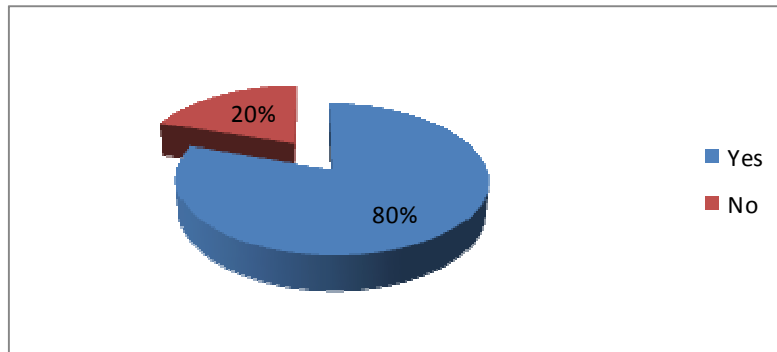


Figure No.10

Opinion	No. of Respondents	Percentage
Yes	50	80%
No	50	20%

Source: Questioner

INTERPRETATION

A majority of the respondents say that all stake holders are participating in CSR activities. A small portion i.e., 20% of the respondents feels that monitoring is not done with regard to CSR activities. Thus, it needs to be corrected. Otherwise, all efforts on this front may not get positive impact.

Do you feel that activities taken up with SHAPE funds are really helping the local habitats?

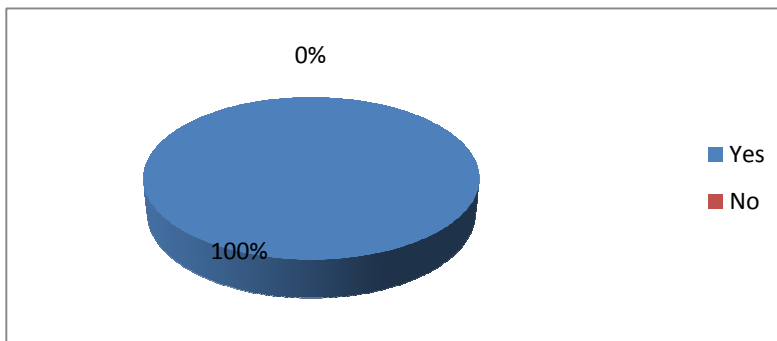


Figure No.11

Opinion	No. of Respondents	Percentage
Yes	80	100%
No	20	0%

Source: Questioner

INTERPRETATION

The response from the respondents is overwhelming that the activities taken up with the SHAPE funds are really helpful for the development of local habitats.

The amount spent on CSR by SCCL helps the company's business goals. Do you agree?

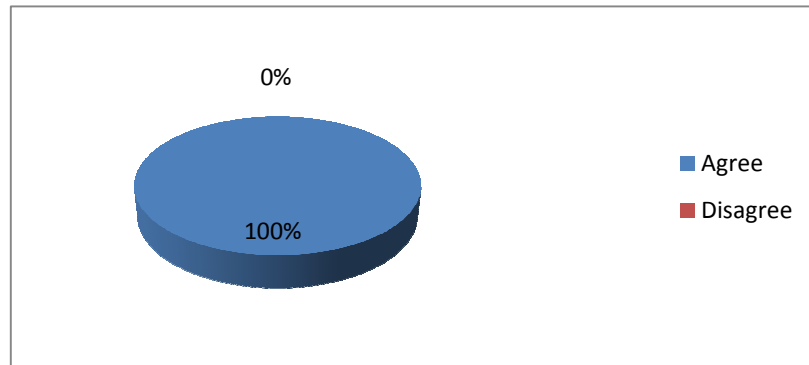


Figure No.12

Opinion	No. of Respondents	Percentage
Agree	100	100%
Disagree	0	0%

Source: Questioner

INTERPRETATION

The respondents have not in disagreement that amount earmarked for CSR activities will definitely help in achieving business goals.

Do you agree whether conducting health camps by SCCL in remote areas and in project Affected Areas is helping to improve health consciousness among the people residing in those areas and also fulfilling our company's Responsibility towards the society?

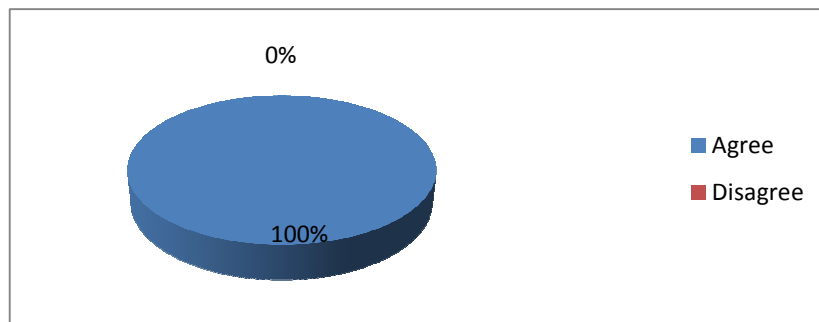


Figure No.13

Opinion	No. of Respondents	Percentage
Agree	100	100%
Disagree	0	0%

Source: Questioner

INTERPRETATION

This shows that health camps conducted as project affected areas helps a lot in improving health consciousness among them simultaneously fulfilling company's Social responsibility towards local communities.

Is it necessary to conduct the relief camps by SCCL employees at other places during floods and other natural calamities?

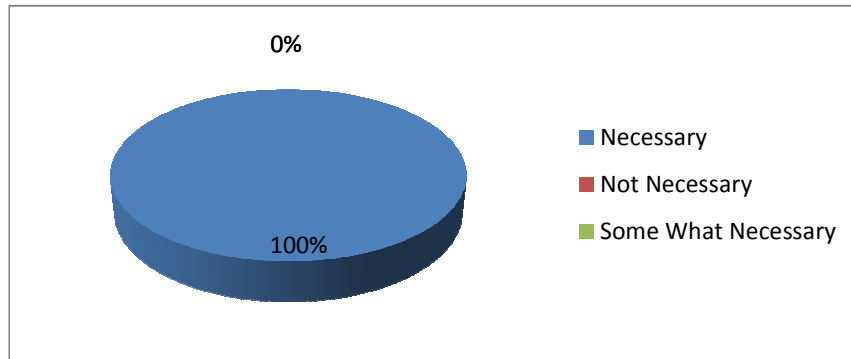


Figure No.14

Opinion	No. of Respondents	Percentage
Necessary	100	100%
Not necessary	100	0%
Somewhat necessary	100	0%

Source: Questioner

INTERPRETATION

All the respondents say that it is necessary to send SCCL employees to other places to conduct relief camps at the time of natural calamities.

Is it necessary to have a separate cell for CSR?

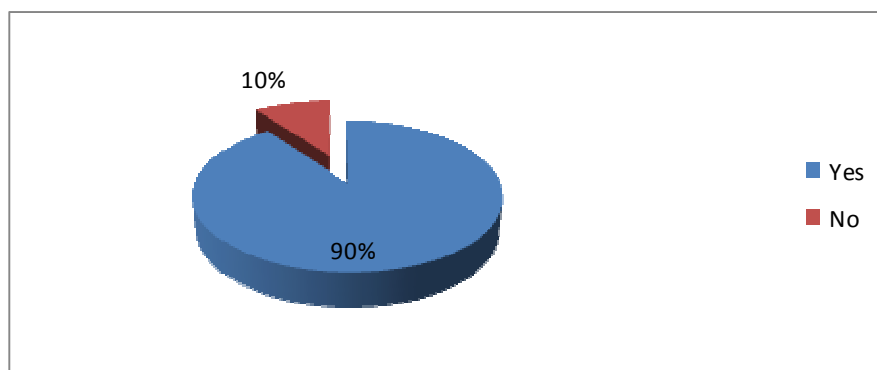


Figure No.15

Opinion	No. of Respondents	Percentage
Yes	100	90%
No	100	10%

Source: Questioner

INTERPRETATION

Only negligible percentage of respondents i.e., 10% says “No” and a large majority i.e., says “Yes” to the above question. Thus, there is an immediate need to establish a monitoring cell for CSR at Corporate Level for effective monitoring of CSR activities in the company.

SCCL is taking utmost care in protecting the environment by taking up many measures (STP, Plantation etc.)

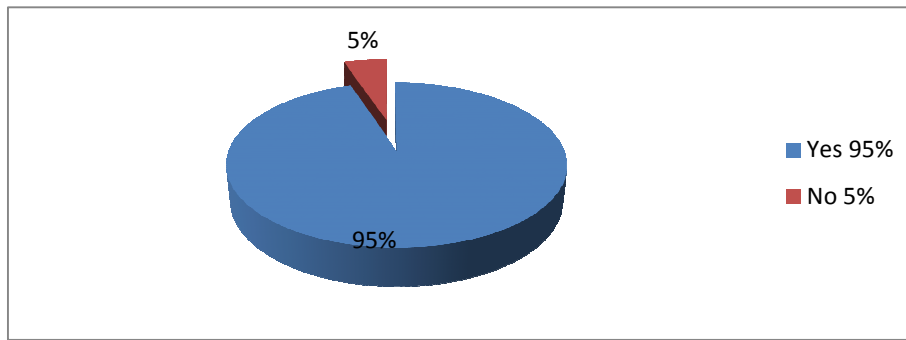


Figure No.16

Opinion	No. of Respondents	Percentage
Yes	100	95%
No	100	5%

Source: Questioner

INTERPRETATION

The response shows that the company has been taking care in protecting the environment.

To what extent you are satisfied with the welfare amenities provided by SCCL?

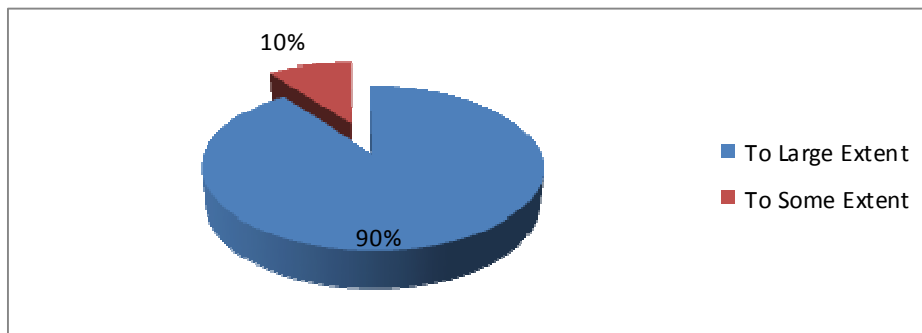


Figure No.17

Opinion	No. of Respondents	Percentage
To large extent	100	90%
To some extent	100	10%

Source: Questioner

INTERPRETATION

A majority of the respondents are satisfied with the welfare amenities provided to them by SCCL. This shows the extent of importance the company is giving towards welfare of the workmen.

Does top management invite any suggestions for improving performance also bringing out changes in CSR policies?

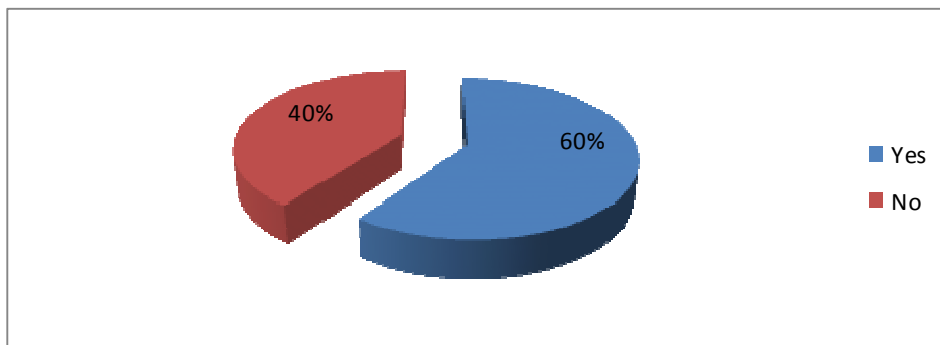


Figure No.18

Opinion	No. of Respondents	Percentage
Yes	60	60%
No	40	40%

Source: Questioner

INTERPRETATION

This diagram shows that the top management of SCCL is taking suggestions from employee for improving performance and also bringing out changes in CSR policies.

Does SCCL involves other Non-governmental organizations such as Rotary club, Red Cross etc, in CSR activities taken up by it?

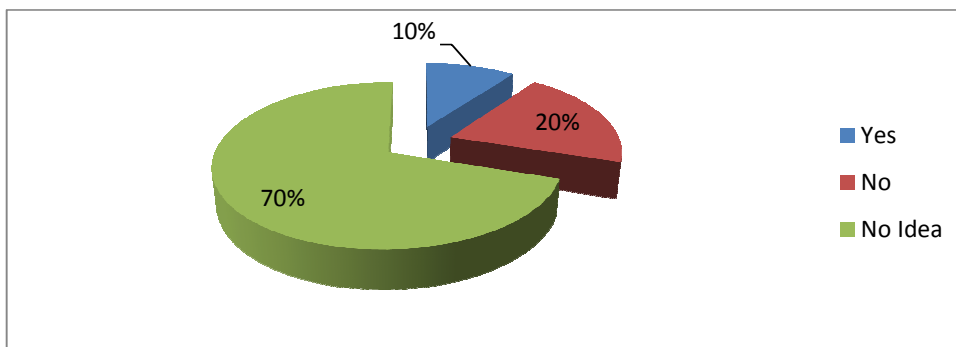


Figure No.19

Opinion	No. of Respondents	Percentage
Yes	20	10%
No	30	20%
No Idea	50	70%

Source: Questioner

INTERPRETATION

This diagram shows that a large percentage of workmen do not have an idea about the partners in CSR in SCCL especially the Non- Governmental Organizations. Thus, there is an urgent need to bring about the awareness among the workmen at large about the agencies taking part in CSR activities.

Do you feel that the funds earmarked for CSR activities by SCCL are sufficient?

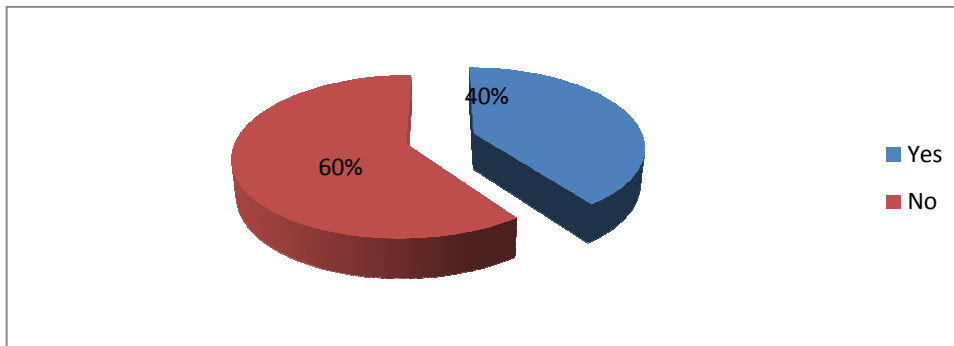


Figure No.20

Opinion	No. of Respondents	Percentage
Yes	100	40%
No	100	60%

Source: Questioner

INTERPRETATION

As per the response given to this question, Funds earmarked for CSR activities are not sufficient and should be enhanced to a large extent.

FINDINGS

- Almost all the employees are satisfied with the welfare amenities provided to them. It shows the importance given by SCCL towards welfare of their workmen.
- About 40% of employees are yet to participate in CSR activities.
- All the employees are not aware of the CSR Activities taken up by the company.
- All the respondents are of the opinion that every employee should be involved in CSR activities.
- A majority of the respondents say that Trade Unions are also involved in CSR activities.
- It is ascertained that CSR will help the uneducated worker families /PAPs/PAFs to a large extent.
- There is a need to involve all the stake holders in CSR activities as still a large portion of stake holders are left out of CSR activities.

- SCCL uses Eco-friendly coal-mining for a sustainable economic development. SCCL has Corporate Social Responsibility Policies on HIV/AIDS awareness, Child labor removal, and Sexual harassment at the work place.
- SCCL has anticorruption / transparency as one of its CSR policies, healthy environment, safety/ security to all its employees.
- Almost all the employees of the company stated that activities taken up with SHAPE funds are really helping the local habitats.
- A separate cell is not there to monitor CSR activities at corporate and areas.
- Company encourages its employees in giving / volunteering in the societal activities, it provides incentives to employee for volunteering in social projects share its resources for the advantage of under privileged or poor communities.
- SCCL proposes to meet Future economic, environment and social changes in their community initiatives. Only some of the employees agreed with the statement that stake holders of the company plays key role in the CSR policies taken up by the Organization. SCCL has to bring some changes in its Corporate Social Responsibility (CSR) Policies in order to perform well.
- SCCL should allow its resource sharing for the advantage of poor communities.
- SCCL should form a separate Department/Cell at Corporate Level for regular monitoring of CSR activities.
- A lot more to be done for the project affected people. The benefits extended/facilities being provided to them are inadequate. More employment generation programmers are to be taken up in their villages/hamlets, merit scholarships to the students PAP's , apart from taking up providing basic amenities and educational facilities to win their good will which is very much essential to not only on-going projects but also for the future expansion/ starting of the new projects.
- For every Six months CSR activities undertaken in the company should be updated in the company's website.
- A mobile medical van similar to Arogyamithra needs to be provided for Ramagundam, Kothagudem Regions each to extend medical facilities to project affected areas especially Kothagudem, JVR OCP, Sathupally and KTK OC on regular basis.
- Need more employee engagement / involvement in CSR activities. Employees need to follow the below pyramid.

SUGGESTIONS

- SCCL has to encourage employees and their family members to participate in the societal activities voluntarily for which, as a first step, awareness to be brought among all the Singaranians about the need to show responsibility towards our fellow beings in the society and other stake holders of the company.
- SCCL has to improve further its relationship with the civil society sectors like health care, Education etc.
- SCCL has to take further more active part in not only in formulating the policies on CSR but also in implementing them.
- Line Management has to bring change in its employees' way of thinking by encouraging them to participate he artfully in the CSR activities taken up by it.

CONCLUSION

Overall development of any coal Industry depends on its social responsibility. In olden days there is no Importance for this concept but after the new Industrial policy (1991) every coal unit now concentrating on CSR activities in order to sustain in the long run. In the present study CSR at SCCL, the company is maintaining the CSR activities in an effective manner. So that it fruits are enjoy by the number of stake holders.

ACKNOWLEDGEMENT

The authors are sincerely thankful to the Swarna Bharathi Institute of Science and Technology (SBIT), Khammam, India for providing the facilities and to the respondents who helped us in answering our questions to complete this research work.

CONFLICT OF INTEREST

We declare that we have no conflict of interest.

BLBLIOGRAPHY

1. Friedman M. The Social Responsibility of Business is to Increase its Profits in Zimmerli, W. C., 1970.
2. Holzinger M and Richter K (Eds.). The New York Times Magazine, *Springer*, Retrieved from, <http://www.springerlink.com/index/m2141pp14981487h.pdf>, 32(13), 1-5.
3. Kurucz E, Colbert B and Wheeler D. The business case for corporate social responsibility, In Crane A, McWilliams A, Matten D, Moon J and Siegel D. S(Eds.). The Oxford Handbook of Corporate Social Responsibility Oxford: *Oxford University Press*, 2008, 83-112.
4. Margolis J D, Elfenbein H A and Walsh J P. Does it pay to be good? A meta-analysis, 2007.
5. Orlitzky M, Schmidt F L and Rynes S L. Corporate social and financial performance a met analysis, *Organization Studies*, 24(3), 2003, 403-441.

Please cite this article in press as: Rama Krishna P. An Empirical Study of Corporate Social Responsibility in Sigareni Colluries Company Limited, Andhra Pradesh, India, *International Journal of Arts and Science Research*, 2(1), 2015, 9 - 27.