MADRAS ATOMIC POWER STATION AND ITS CORPORATE SOCIAL RESPONSIBILITY - A STUDY

Dr.R.T. John Suresh, BA LLB, MSW,MBA,ML,MSC,PHD
Founder & Executive Director (Hon)
PLANT
Participatory Learning Action Network and Training
plant@plantindia.org

Introduction

Corporate Social Responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." The aim is to increase long-term profits through positive public relations, high ethical standards to reduce business and legal risk, and shareholder trust by taking responsibility for corporate actions. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others.

The precise nature of CSR is understood in different ways, with differences in understanding or representation of the concept relatable to different paradigms and concerns. Although there are several contested notions of what CSR should be and how it should work, there is some agreement upon what it broadly entails. A number of concepts and issues are subsumed under the heading of CSR, including human rights, environmental responsibility, diversity management, sustainability, and philanthropy meaning that it is a complex area with an interdisciplinary focus.

It is generally agreed that CSR involves corporations voluntarily exceeding their legal duties to take account of social, economic and environmental impacts of their operations. For example, the European Commission defines CSR as: "a concept whereby companies integrate social and environmental concerns in their business operations and in their

interactions with their stakeholders on a voluntary basis".

Business Dictionary defines CSR as "A company's sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship (1) through their waste and pollution reduction processes, (2) by contributing educational and social programs and (3) by earning adequate returns on the employed resources."

Statement of the problem:

CSR is the latest management fad that has permeated field of managing organizations. The concept of CSR has acquired such significance that today it is strategically driven, operationally designed and tactically practiced in global business environment. The constant debate and pressures has prompted some organizations to introduce ethical codes of conduct and engage society through social endeavors beyond organization's economic interest. However, the concept of CSR seems to be slow, unsustainable and at its nascent stage of development. CSR encompasses those responsibilities that multinational companies and other national and international business concerns owes towards the society they operate around. The responsibility calls for the role they are morally and ethically obliged to play in reducing some of the inequalities between rich and poor, down trodden and the elite classes, privileged and the marginalized groups so on and so forth. Over the years there has been increasing interests amongst the businesses on the concept of CSR on the ground that businesses are part of society and they have obligations towards its welfare and wellbeing as they survive because of it. The Nuclear Power Corporation of India Limited (NPCIL) at Kalpakkam has been involved in the development of people in the neighbourhood. The researcher has made a humble attempt to evaluate the impact of CSR by the Madras Atomic Power Station of Nuclear Power Corporation of India Limited (NPCIL) on the people of its neighbourhood.

Nuclear Power Corporation of India Limited (NPCIL) is a Public Sector Enterprise under the administrative control of the Department of Atomic Energy (DAE), Government of India. The Company was registered as a Public Limited Company under the Companies Act, 1956 in September 1987 with the objectives of operating atomic power plants and implementing atomic power projects for generation of electricity in pursuance of the schemes and programmes of the Government of India under the Atomic Energy Act, 1962. NPCIL also has equity participation in BHAVINI, another PSU of Department of Atomic Energy (DAE) which implements Fast Breeder Reactors programme in the country.

NPCIL is responsible for design, construction, commissioning and operation of nuclear power reactors. NPCIL is a MoU signing, profit making and dividend paying company with the highest level of credit rating (AAA rating by CRISIL and CARE). NPCIL is presently operating 21 nuclear power reactors with an installed capacity of 5780 MW.

Being a responsible corporate citizen, NPCIL accomplishes CSR activities and implements projects related to Sustainable Development (SD). The company is compliance to Corporate Governance as per guidelines issued by Department of Public Enterprises (DPE).

Core Values:

The core values are:

- **Safety** – Safety is an overriding priority in our all activities.

- **Ethics** – Upholding highest ethical standards, with honour, through integrity and mutual trust.

- **Excellence** - Continual improvement through learning, self assessment and setting higher benchmarks.

- **Care** – Care and compassion for people and protection of environment.

Objectives:

- To maximise the power generation and profitability from nuclear power stations with the motto 'safety first and production next'.

- To increase nuclear power generation capacity in the country, consistent with available resources in a safe, economical and rapid manner, in keeping with the growth of energy demand in the country.

- To continue and strengthen QA activities relating to nuclear power programme within the organisation and those associated with it.

- To develop personnel at all levels through an appropriate Human Resources Development (HRD) programme in the organisation with a view to further improve their skills and performance consistent with the high technology.

- To continue and strengthen the environmental protection measures relating to nuclear power generation.

- To continue and strengthen the neighborhood welfare programme/CSR activities for achieving inclusive growth of surrounding population.

- To share appropriate technological skills and expertise at national and international levels.

- To bring about modernisation and technological innovation in activities.

- To coordinate and endeavor to keep the sustained association with the other units.

Madras Atomic Power Station and its Corporate Social Responsibility

Nuclear power Corporation of India Limited believes in integrating its business values and operations to meet the expectations of all its stakeholders. NPCIL has been carrying out many social welfare activities since the inception of nuclear power in the country. Many social welfare programmes have been taken up in the past for the benefit of community around the nuclear power station. Recently the corporate social responsibility has been taken up in a focused way and has been integrated with business plan of the company. Under CSR, NPCIL has identified the three thrust areas namely education, health, infrastructure and skill development activities. Various programmes like aids to schools, construction of school buildings, Anganwadis, medical camps, drinking water facilities, community halls, street lights, approach roads, bus stop shelters, skill development activities etc., are undertaken in the neighborhood.

Education:

With a view to facilitate quality education for local students, MAPS has undertaken many projects. These include construction of additional class rooms, toilet blocks, school boundary wall, school furniture, renovation of school buildings, issue of computers, setting up of science labs, issue of exercise notebooks and model question banks.

Skill Development and Livelihood Enhancement:

MAPS focus on skill development programmes is to equip individuals with skills necessary for employment, largely wage employment. In this connection, MAPS as part of skill development conducts women empowerment by training them in tailoring and handicrafts operate community college to train students from nearby villages below poverty level in computer application in association with NGOs. Artificial reef, Muti-purpose hall and ice plant have also been constructed.

Health:

MAPS has arranged 30 health camps in 17 villages in the last 10 years. Health camps are arranged for general health, eye care, cataract operation and health awareness. Patients are also provided with free medicines in the health camps. Aids and appliances are distributed to differently enabled persons every

year. Medical equipments are given to nearby two primary health centres. As part of sanitation project, 200 Indian Household toilets are being constructed by MAPS along with NGO in four villages. To provide safe drinking water to school children, MAPS has set up UV treated water purifier plants in 25 schools in the neighborhood.

Infrastructure:

Under infrastructure development projects like overhead water tanks, development of drinking water ponds, water pipe connections, street lighting, concrete roads, bridges, bus shelters, anganwadi renovation are carried out by MAPS.

Review Literature:

The researcher reviewed related literature during the process of this research. The researcher found lot of literature mostly related to the concept of Corporate Social Responsibility but very few research studies or research paper focusing on CSR practices in Tamil Nadu could be traced. Furthermore, very little research material related to energy industry could be traced. However, the material available was sufficient enough to provide foundational understanding and support conceptual frame work of this research study.

Boel Kimberly (1985) in his empirical research titled, 'Cognitive structure of corporate social responsibility' attempts to verify the concept of CSR. The study following the multi dimensional analyses of the sample of 549 persons concludes that CSR can be viewed as a three dimensional construct i.e. economic, human outcomes, and ethical considerations.

Brammer, Jcakson & Matten (2012) work on "Corporate Social Responsibility and Institutional Theory: New Perspective on Private Governance" in Social Economic Review depicted that CSR is not only a voluntary action but beyond that. In this study, CSR has been defined under institutional theory. The institutional theory states that corporate social activities are not only voluntary activities but it is a part of interface between business and society. Regulation/ governance are necessary for enhancing the corporate performance of businesses through CSR. The theory also suggests in what form companies should take its social responsibilities whether historical, political or legal form.

Mikael Holmqvist (2009) in his research work argues that over the last few decades corporations are paying special attention towards their social responsibility of workers health and their well beings. The strategy has two fold advantages including; ensuring better health and wellbeing for employees at work place and, sustaining responsible organizations in the socio- competitive environment.

Justification:

The Government of India is expecting its Public Sector Undertakings and the private sector to play a vital role in the socio-economic development of the society. The PSUs and the private sector through its Corporate Social Responsibility are involved in socio-economic development of the society. However, they have not made a tangible or desired impact on the society. Therefore, there is a need to study the impact of CSR on the society. The researcher has made a humble attempt to examine the efforts of Madras Atomic Power Station through its CSR to improve the socio-economic conditions of the people in the neighbourhood.

Objectives:

The study has the following major objectives:

1. to analyse the concept of Corporate Social Responsibility

2. to trace the origin and growth of Nuclear Power Corporation of India Limited and Madras Atomic Power Station and its Corporate Social Responsibility

3. to examine the educational programmes of MAPS

4. to analyse the skill development programmes of MAPS

5. to examine the health programmes of MAPS

6. to analyse the infrastructure development programs of MAPS

7. to sum up the major findings of the study and suggest recommendations for MAPS.

Hypothesis:

The study has evolved the following hypothesis:

1. 'The educational programmes of MAPS have improved the educational amenities of neighbourhood schools and thereby improved the quality of education"

2. 'The skill development programmes of MAPS have developed the skills of women, dropout students, fishermen and enabled them to generate income".

3. 'The health programmes of MAPS have developed the health status of people in the neighbourhood".

4. 'The infrastructural programmes of MAPS have addressed the basic infrastructural needs of people in the neighbourhood".

Methodology:

The study is an exploratory study based on both primary and secondary data. The primary data would be collected by methods of

questionnaire, interview and observation. The secondary data would be collected from reports, books, journals, articles, published and unpublished thesis, websites, etc.

For the collection of primary data relating to educational activities of MAPS the researcher used questionnaire, interview and observation methods. A questionnaire was formulated to elicit information from 20 teachers of the schools and an interview schedule to elicit information from Coordinator of CSR programme Mr.Suresh of MAPS. The researcher visited government higher secondary schools in Parameshwaramangalam, Pantur, Suradimangalam, Vengambakkam, Kadampadi and Sadras. The MAPS has been involved in the educational activities of 17 schools in its neighbourhood within the radius of 16 km of which the researcher visited 6 schools and collected primary data and personally observed the ongoing educational activities of MAPS and their impact on the students.

For the collection of primary data relating to the skill development activities of MAPS the researcher used questionnaire, interview and observation methods. A questionnaire was formulated to elicit information from 20 each women beneficiaries of tailor and handicraft training programmes. A questionnaire was formulated to elicit information from the beneficiaries of 20 computer trained school

dropout students. Mr.Suresh, CSR Coordinator of MAPS was interviewed. To elicit information from fisher folk 20 fishermen were contacted and questionnaire was administered to them.

For the collection of primary data relating to general medical camp and eye checkup camp questionnaire and interview methods were used. A questionnaire was formulated to elicit information from 40 beneficiaries of general public who were the beneficiaries of general medical health and eye checkup programmes and cataract operation followed by follow up actions. 20 differentially abled persons were contacted for eliciting information regarding Aids and Appliances issued to them. The head of Primary Health Centre at SADRAS was interviewed with an interview schedule. 20 beneficiaries were contacted to elicit information regarding the quality of toilet that that has been provided to them by MAPS and their use. Mr.Suresh, CSR Coordinator of MAPS, was also interviewed.

In order to collect primary data relating to the Infrastructural facilities provided by MAPS 50 villagers were contacted in five villages. A questionnaire was given to them. An interview schedule was framed in order to interview Mr.Suresh, Coordinator of CSR of MAPS. The researcher personally visited many villages to observe the infrastructural facilities created by MAPS for the people in the neighbourhood and their use.

Chapterization:

The study begins with an introduction which deals with state of the problem, justification, objectives, hypothesis, methodology and chapterisation. The first chapter analyses the concept CSR and traces the origin and growth of NPCIL and MAPS and its CSR activities. The second chapter examines the educational, skill, health and infrastructural development programs of MAPS. The third chapter is the analysis and interpretation of MAPS' CSR programmes. The conclusion some up the major findings of the study and recommends practical solutions for the improvement of CSR programs of MAPS.

CHAPTER – II

CORPORATE SOCIAL RESPONSIBILITY (CSR) – A THEORECTICAL PERSPECTIVE

Corporate Social Responsibility (CSR) is an extended model of corporate governance based on the fiduciary duties owed to all the firm's shareholders. It is about how companies manage the business processes to produce an overall positive impact on the society. It is the responsibility of corporations to go above and beyond what the law requires them to do. CSR is the responsibility of corporations to contribute to a better society and cleaner environment.

CSR is explained in many other names and are used to refer to CSR such as socially responsible business, responsible business conduct, responsible entrepreneurship, corporate citizenship, corporate sustainability / corporate accountability. CSR is the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families, local communities and the society at large. It requires companies to acknowledge that they should be publicly accountable not only for their financial performance but also for their social and environmental record. CSR encompasses the extent to which companies should promote human rights, democracy, community improvement and sustainable development objectives throughout the world. It is the commitment of businesses to contribute to sustainable economic development working with employees, their families, the local community and society at large to improve their quality of life in ways that are both for business and good for international development.

While there may be no single universally accepted definition of CSR, each definition that currently exists underpins the impact that businesses have on society at large and the societal expectations of them. Although the roots of CSR lie in philanthropic activities (such as donations, charity, relief work, etc.) of corporations, globally, the concept of CSR has

evolved and now encompasses all related concepts such as triple bottom line, corporate citizenship, philanthropy, strategic philanthropy, shared value, corporate sustainability and business responsibility. This is evident in some of the definitions presented below:

The WBCSD defines CSR as "the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large." 1

According to the UNIDO, "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), 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."From the above definitions, it

is clear that: The CSR approach is holistic and integrated with the core business strategy for addressing social and environmental impacts of businesses. CSR needs to address the well-being of all stakeholders and not just the company's shareholders. Philanthropic activities are only a part of CSR, which otherwise constitutes a much larger set of activities entailing strategic business benefits.

Meaning of Corporate Social Responsibility (CSR)

There is no exact definition of Corporate Social Responsibility (CSR), nor is there an accepted single method or approach that all companies need to follow. There are multiple variables that can be incorporated into an action plan. Firms must, therefore, develop their own definition of what CSR entails, and formulate an action plan to execute their operations in a socially responsible manner towards their vast network of internal and external stakeholders, including employees, shareholders, creditors, analysts, and the local community.

There are, however, some widely-accepted tenets associated with CSR in the contemporary business world. One is that a firm's CSR practices closely mirror its sense of ethics in dealing with any number of complex issues and situations. A properly structured organization, according to financier Henry Kravis, "consists of a business foundation, as

well as an ethical and moral foundation, all supported by actual experience". CSR incorporates many factors. For instance, its advocates treat the environment with respect, and they adhere to strong corporate governance practices. Policies with respect to human rights, internal health and safety, careful selection of a supply chain, avoiding corruption, and committing time and money to community events or charities are typically important components of a CSR strategy.

Alternative terms

Various terms are often substituted for CSR. They include corporate responsibility; corporate citizenship; corporate ethics; environmental, social, and governance (ESG); among others. The concept of a triple bottom line with a business model that takes into account the inter-connectedness of financial, environmental, and social factors, has also gained much attraction over the past 20 years. The triple bottom line is also sometimes referred to under the caption, "people, planet, profit." CSR is, therefore, a serious responsibility, often necessitating the use of significant human and financial resources in an endeavour in which both financial profit and a commitment to social responsibility are laudable goals.

HIP Investor Inc., a San Francisco-based investment firm, identifies five basic categories of results-oriented CSR measures involving customers, employees, and suppliers:

1. Health (physical and mental)

2. Wealth (net assets and income)

3. Earth (carbon and the environment)

4. Equality (gender and ethnic balance)

5. Trust (lawfulness and transparency)

Brief history

The origins of CSR trace back to the 1960s, when issues such as the civil rights movement and environmental activism became part of the public debate. During this time, some businesses began to question their responsibilities in areas such as hiring individuals from minority groups and protecting the environment.

In 1972, at the United Nations Conference on the Human Environment in Stockholm, Sweden, representatives pondered over questions about striking a balance between business activities and their impact on the community. One of the principles adopted from that conference was that "in order to achieve a more rational management of resources and thus to improve the environment, countries should adopt an integrated and coordinated approach to their development planning so as to ensure that development is

compatible with the need to protect and improve the environment for the benefit of their population."**2**

Maurice Strong, a Canadian business entrepreneur and environmentalist, was one of the key UN organizers in Stockholm. New measurements and definitions evolved from this conference and other similar initiatives, including the concept of sustainable development, which was introduced in 1987 by the UN-appointed Brundtland Commission's report entitled Report of the world commission on environment and development: Our common future.

Canada's National Round Table on the Environment and the Economy (NRTEE) was established in 1988 with a mandate to bring "leadership in the new way we must think of the relationship between the environment and the economy and the new way we must act." Parliament legislated the NRTEE mandate in 1993. The Canadian-based International Institute for Sustainable Development, an international public policy research institute advocating for sustainable development, was launched in 1990.

These organizations incorporated many of the ideas involved in sustainable development and the triple bottom line — concepts that have become deeply entrenched components of the overall business approach

towards CSR in the twenty-first century, and are often incorporated into strategic planning. Today's firms cannot operate in figurative silos with respect to an issue like environmental protection, because the risk faced by the entire company when something goes wrong, such as contaminating a river, is very palpable and has broad ramifications.

CSR a key corporate issue

There are many reasons why CSR has grown into an important facet of the contemporary business environment. A key factor is that society has become increasingly more demanding in its expectations that businesses need to incorporate CSR into their daily practices; moreover, they want to see evidence.

There is also a much more acute awareness of what CSR entails. Consumers and investors often base financial decisions on a company's commitment to social responsibility. And they do not necessarily confine their scrutiny to the operations of the company itself.

Managing CSR-related issues requires a strong sense of ethics and the ability to take the necessary steps to 'do the right thing' as new situations arise, even when what constitutes the right course of action might not be clearly defined. Many experts will attest that corporate leaders who develop a reputation for taking an

ethical stance on issues are more likely to possess a good moral grounding and sense of direction for troubled times when difficult decisions have to be made. Such decisions often involve more than having pre-ordained ideas of what is right or wrong. Rather, CSR-related ethics can involve handling complex situations and dilemmas, often during times of crisis or uncertainty, with no clear-cut rules, regulations, or even guidelines to follow. That's what makes them so challenging. To ensure its suppliers are also adhering to strong ethical practices, and firms are more and more obliging in providing that information.

Moreover, the world has become a smaller place because of an increasingly global economy, fuelled by information technology and the instantaneous communication it enables. News about a corporate disaster in one part of the world today quickly travels all around the globe, perpetuated by a 24-hour news cycle. With social media being so pervasive, there is also greater awareness and faster scrutiny of a firm's actions by various environmental and socially-themed groups than ever before.

Global warming and climate change have accelerated the CSR process as many scientists believe man-made activities are at the heart of destructive changes to the environment, which can affect everything from personal health to corporate welfare.

Interrelationship of environmental, social responsibility,and corporate governance policies/practices

Environmental, social, and governance (ESG) practices are often symbiotic in nature. For example, managing risks to the environment (such as controlling noxious emissions), and maintaining strong environmental standards; along with practicing conscientious social policies, such as ensuring that people from all ethnic backgrounds are given an equal chance at employment, are also good corporate governance practices.

Corporate governance is also about managing risk, and CSR is a huge component of risk at the operational level. For example, environmental damage can result in the threat of lawsuits, damage to one's brand, and other corporate disruptions. Therefore, adherence to strong corporate governance policies and practices not only represents good social policy, but also has a direct impact on the bottom line, as an upcoming section of this course will outline in greater detail.

Thus, modern corporate governance practices prominently incorporate social and environmental factors as important elements in a firm's relationship with both its internal and external stakeholders. The tone for establishing, practicing, and maintaining strong CSR standards needs to be set from the top —

with the board of directors and senior management setting an example for the rest of the organization. Accounting professionals also have a key corporate leadership role to fulfil when it comes to implementing best practices and policies.

CSR enhances corporate strategy and vision

Devoting time and resources to address CSR-related issues need not distract from other essential strategies the company needs to pursue to remain profitable or a going concern. In fact, an increasing number of businesses have discovered over the course of the twenty-first century that CSR can actually enhance corporate strategy and vision.

A strong corporate governance regime that addresses CSR-related issues in a responsible fashion can be a key element in enabling companies to grow in new, innovative ways, and in providing opportunities to break into new markets. Progressive companies can develop strategies for socially responsible production that utilize efficiencies, along with new technologies and resources that promote sustainable practices.

Understanding what stakeholders want in terms of a socially responsible approach, and being able to deliver on those expectations in an organized fashion, might also assist companies capture a larger market share and provide them with a distinct competitive advantage in the global economy. Improved branding can also enhance the share valuation of publicly listed firms.

Firms that incorporate CSR into their long-term strategic planning, and are able to successfully communicate those factors and strategies to investors, will be able to provide investors with a fuller picture of the company's prospective value, according to the CFA Institute's Standards and Financial Market Integrity division. The CFA Institute asserts that "Strategically incorporating [CSR] analysis may also position Companies to better anticipate future operating environments, including potential costs or burdens to their existing business model."[3]

Another potential long-term competitive advantage is an internal one. Employees, who stay longer at a company because they are happy with such factors as how people are treated within the firm, its labour hiring practices, and the availability of promotion opportunities, are likely to be more productive.

The strength of a company's CSR-related practices might also enhance its chances of hiring a bright young employee — perhaps one of tomorrow's leaders who will be needed to propel and sustain the firm's growth in the next generation.

Good corporate citizen

Many companies today abide by a philosophical saying, "Do well by doing good," meaning that operating in a socially responsible way to improve society and the environment is also a recipe for improving business.

The saying also encapsulates what being a good corporate citizen means. There is a two- way relationship between corporations, which are run by individuals, and their communities. Protection of sustainable renewable resources and the ecosystem as part of a comprehensive corporate governance strategy is widely considered to be part of a 'social contract' with the community.

Therefore, the attention paid by corporate executives to their wider surroundings will carry a lot of weight in terms of how the company is perceived by those in the larger community. Social responsibility is multi-faceted. It can mean direct community participation, both in terms of donating money and time to worthwhile causes. Or it can be the reputation earned through ethical practices in any number of environmental or social areas. Corporate CSR efforts vary. Some firms only do what they are legally required to; others are more ambitious and try to ramp up their efforts to a more intensive level and go beyond the minimum required to be socially responsible. They want to thrive and make the world a better place by doing so.

As more companies forge a path inclusive of CSR practices, evidence is building that they are inspiring others within their business circle to follow their example. This can have a domino effect along the corporate supply chain and set the bar higher for competitors to also strive to achieve best practices.

The International Institute for Sustainable Development (IISD) asserts in its publication corporate social responsibility: An implementation guide for business that "improved citizen and stakeholder understanding of the firm and its objectives and activities translates into improved stakeholder relations." This, in turn, provides the company with a "more robust social license to operate in the community". **4**

Types of CSR

According to Geoffrey Lantos there are three main types of CSR. They are 1) **Ethical CSR:** It's about the responsibility to avoid harms or social injuries 2) **Altruistic CSR:** Contributing to the common good at the possible expenses of the business for altruistic, humanitarian or philanthropic causes 3) **Strategic CSR:** It's about firm's social welfare responsibilities that benefit both the corporation and stakeholders.

Four Dimensions of CSR
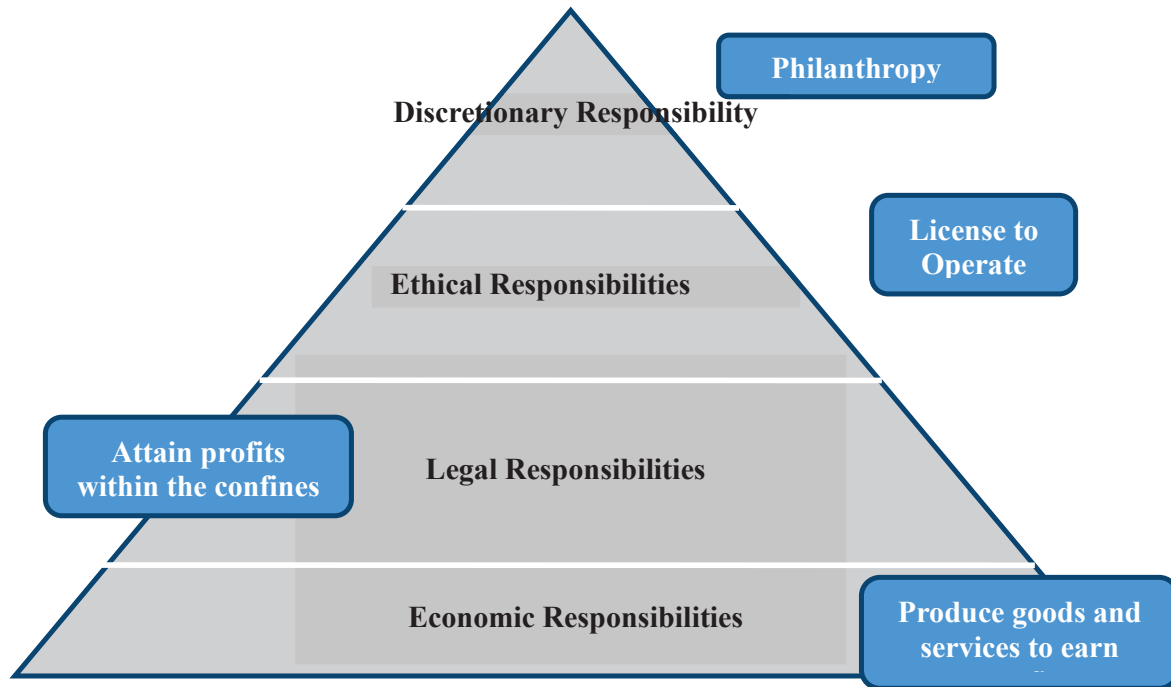
Dimensions of Corporate Responsibility

The Corporate Responsibility has various dimensions. They are a) Business ethics, values and principles b) Accountability and transparency (Legal compliance) **C)** Commitments to socio-economic developments **d)** Environmental concerns **e)** Human rights f) Workers rights and welfare g) Market relations h) Sustainability and i) Corporate governance.

Benefits of CSR

The benefits realized by the corporates are a) Increased employee loyalty and retention **b)** Increased quality of products and services **c)** Increased customer loyalty **d)** Increased reputation and brand image e) Greater productivity and quality f) Reduced regulatory oversight g) Access to capital and market h) Product safety and decreased liability and i) Less volatile stock value.

Corporate Responsibility Standards

The following table explains the CSR standards on issues:

Issues	Standards
Environment	Kyoto protocol ISO 14000 environmental management series
Labor	Fair labor association workplace code of conduct
Corporation governance	OECD principles of corporate governance. Principles of Corporate governance in common wealth
Money laundering	Basel committee on banking supervision. Wolfsburg anti-money laundering principles
Bribery and Corruption	OECD convention combating bribery of foreign public officials in international business transactions.
Human rights	Amnesty international Human right principles.
Corporate Reporting	Global reporting initiative guidelines on social, economic and environmental reporting.

Business impact of CSR

The CSR has an impact in terms of business. They are a) Shareholder value (Changes in stock price and dividend) b) Revenue (Changes in revenues due to change in market share and new markets) c) Operational efficiency d) Access to debt and equity capital e) Customer attraction and retention e) Creation of brand value and reputation f) Human capital g) Risk management h) Innovation and i) License to operate.

Driving forces behind CSR

There are certain forces which act as driving forces behind CSR. They are a) Power and Influence of business corporations b) Growing access to education and information c) Growing awareness of environmental issues d) Spread of corporate scandals and public distrust and e) Globalization.

Drivers pushing business towards CSR

There are certain drivers which are pushing the business towards CSR. They are a) The shrinking role of government b) Demands for greater disclosure c) Increased customer interest d) Growing investor pressure e) Competitive labor markets and f) Supplier relations

Company benefits

The companies which are pursuing CSR stand to gain certain benefits. They are a) Increased sales and customer loyalty b) Product safety and decreased liability c) Improved financial performance d) Lower operating costs e) Enhanced brand image and reputation f) More ability to attract and retain employees

g)Reduced regulatory oversight h) Access to capital and i) Workforce diversity.

Benefits to the community and the general public

The community and the general public also stand to benefit out the CSR. They are a) charitable contributions b) employee volunteer programmes c) corporate involvement in community education d) employment and homelessness programmes and e) product safety and quality.

Corporate Awards for Commitment to CSR

A number of prestigious awards have been instituted for achievement in the field of CSR. They are Corporate Citizenship Award, National Sustainable Development Award, Corporate Environmental Protection Award, Golden Peacock Global Award for CSR, Fortune Most Admired Companies, World Business Green Business Award, Alcan Prize for Sustainability.**5**

II. Evolution of corporate social responsibility in India

The evolution of corporate social responsibility in India refers to changes over time in India of the cultural norms of corporations' engagement of corporate social responsibility (CSR), with CSR referring to way that businesses are managed to bring about an overall positive impact on the communities, cultures, societies and environments in which they operate. The fundamentals of CSR rest on the fact that not only public policy but even corporate should be responsible enough to address social issues. Thus companies should deal with the challenges and issues looked after to a certain extent by the states.

Among other countries India has one of the oldest traditions of CSR. But CSR practices are regularly not practiced or done only in namesake specially by MNCs with no cultural and emotional attachments to India. Much has been done in recent years to make Indian Entrepreneurs aware of social responsibility as an important segment of their business activity but CSR in India has yet to receive widespread recognition. If this goal has to be realised then the CSR approach of corporate has to be in line with their attitudes towards mainstream business- companies setting clear objectives,

undertaking potential investments, measuring and reporting performance publicly.

The Four Phases of CSR Development in India

The history of CSR in India has its four phases which run parallel to India's historical development and has resulted in different approaches towards CSR. However the phases are not static and the features of each phase may overlap other phases.

The First Phase

In the first phase charity and philanthropy were the main drivers of CSR. culture, religion, family values and tradition and industrialization had an influential effect on CSR. In the pre-industrialization period, which lasted till 1850, wealthy merchants shared a part of their wealth with the wider society by way of setting up temples for a religious cause. Moreover, these merchants helped the society in getting over phases of famine and epidemics by providing food from their godowns and money and thus securing an integral position in the society. With the arrival of colonial rule in India from the 1850s onwards, the approach towards CSR changed. The industrial families of the 19th century such as Tata, Godrej, Bajaj, Modi, Birla, Singhania were strongly inclined towards economic as well as social considerations. However, it has been observed that their efforts towards social as well as industrial development were not only driven by selfless and religious motives but also influenced by caste groups and political objectives.

The Second Phase

In the second phase, during the independence movement, there was increased stress on Indian Industrialists to demonstrate their dedication towards the progress of the society. This was when Mahatma Gandhi introduced the notion of "trusteeship", according to which the industry leaders had to manage their wealth so as to benefit the common man. "I desire to end capitalism almost, if not quite, as much as the most advanced socialist. But our methods differ. My theory of trusteeship is no make-shift, certainly no camouflage. I am confident that it will survive all other theories." This was Gandhi's words which highlights his argument towards his concept of "trusteeship". Gandhi's influence put pressure on various Industrialists to act towards building the nation and its socio-economic development. According to Gandhi, Indian companies were supposed to be the "temples of modern India". Under his influence businesses established trusts for schools and colleges and also helped in setting up training and scientific institutions. The operations of the trusts were largely in line with Gandhi's reforms which sought to abolish untouchability, encourage empowerment of women and rural development.

The Third Phase

The third phase of CSR (1960–80) had its relation to the element of "mixed economy", emergence of Public Sector Undertakings (PSUs) and laws relating to labour and environmental standards. During this period the private sector was forced to take a backseat. The public sector was seen as the prime mover of development. Because of the stringent legal rules and regulations surrounding the activities of the private sector, the period was described as an "era of command and control". The policy of industrial licensing, high taxes and restrictions on the private sector led to corporate malpractices. This led to enactment of legislation regarding corporate governance, labour and environmental issues. PSUs were set up by the state to ensure suitable distribution of resources (wealth, food etc.) to the needy. However, the public sector was effective only to a certain limited extent. This led to shift of expectation from the public to the private sector and their active involvement in the socio-economic development of the country became absolutely necessary. In 1965 Indian academicians, politicians and businessmen set up a national workshop on CSR aimed at reconciliation. They emphasized upon transparency, social accountability and regular stakeholder dialogues. In spite of such attempts the CSR failed to catch steam.

The Fourth Phase

In the fourth phase (1980 - 2013) Indian companies started abandoning their traditional engagement with CSR and integrated it into a sustainable business strategy. In the 1990s the first initiation towards globalization and economic liberalization were undertaken. Controls and licensing system were partly done away with which gave a boost to the economy the signs of which are very evident today. Increased growth momentum of the economy helped Indian companies grow rapidly and this made them more willin. Globalization has transformed India into an important destination in terms of production and manufacturing bases of MNCs are concerned. As Western markets are becoming more and more concerned about labour and environmental standards in the developing countries, Indian companies which export and produce goods for the developed world need to pay a close attention to compliance with the international standards.

Current State of CSR in India

As discussed above, CSR is not a new concept in India. Ever since their inception, corporates like the Tata Group, the Aditya Birla Group,andIndian Oil Corporation, to name a few, have been involved in serving the community. Through donations and charity events, many other organizations have been doing their part for the society. The basic

objective of CSR in these days is to maximize the company's overall impact on the society and stakeholders. CSR policies, practices and programs are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. A growing number of corporates feel that CSR is not just another form of indirect expense but is important for protecting the goodwill and reputation, defending attacks and increasing business competitiveness.

Companies have specialised CSR teams that formulate policies, strategies and goals for their CSR programs and set aside budgets to fund them. These programs are often determined by social philosophy which have clear objectives and are well defined and are aligned with the mainstream business. The programs are put into practice by the employees who are crucial to this process. CSR programs ranges from community development to development in education, environment and healthcare, etc.

For example, a more comprehensive method of development is adopted by some corporations such as Nuclear Power Corporation of India Limited, Bharat Petroleum Corporation Limited, Maruti Suzuki India Limited. Provision of improved medical and sanitation facilities, building schools and houses, and empowering the villagers and in process making them more self-reliant by providing vocational training and a knowledge of business operations are the facilities that these corporations focus on. Many of the companies are helping other peoples by providing them good standard of living. Also, corporates increasingly join hands with non-governmental organizations (NGOs) and use their expertise in devising programs which address wider social problems. CSR has gone through many phases in India. The ability to make a significant difference in the society and improve the overall quality of life has clearly been proven by the corporate.

Law on CSR

Under the Companies Act, 2013 any company having a net worth of rupees 500 crore or more or a turnover of rupees 1,000 crore or more or a net profit of rupees 5 crore or more has to spend at least 2% of last 3 years average net profits on CSR activities as specified in Schedule VII of the Companies Act, 2013 and as amended from time to time. The rules came into effect from 1 April 2014. 6

SEBI, as per its notification on August 13, 2012, has mentioned that enterprises are accountable to the larger society and "adoption of responsible business practices in the interest of the social set-up and the environment are as vital as their financial and operational performance". SEBI has mandated the inclusion of Business Responsibility Reports as part of

the annual reports of the Top 100 listed entities based on market capitalization at BSE and NSE. It is mandatory to make these reports available on the website of the company.7 For companies that do not belong to Top 100, inclusion of Business Responsibility Reports is not mandatory, though SEBI encourages its inclusion in the annual report and website.

END NOTES

1. D.B. Patil & D.D. Bhakkad, Redefining Management Practices and Marketing in Modern Age Dhule, India: Atharva Publications, 2014, P.153.

2. H.Meyer,"The Greening of Corporate America", Journal of Business Strategy, February 2000, p-39.

3. William C.Frederick Corporation, be Good!: The Story of Corporate Social Responsibility : Dog Ear Publishing, 2006, 127.

4. Corporate Social Responsibility: A Business Contribution to Sustainable Development: Official Publications of the European Communities, 2002. P. 65.

5. Richard N. Farmer Corporate Social Responsibility, Walter Dickerson Hogue, University of Michigan, Digitized Aug 10, 2007, p.54.

6. Corporate Social Responsibility: Perceptions of Indian Business By Centre for Social Markets. Calcutta: Centre for Social Markets, 2001, p. 16.

7. Gopala Krishna, C .Corporate Social Responsibility in India: A Study of Management Attitudes: Mittal Publications, 1992, p.87.

CHAPTER - III

MADRAS ATOMIC POWER STATION (MAPS) AND ITS CSR ACTIVITIES

Nuclear Power Corporation of India Limited (NPCIL) is a Central Public Sector Enterprise under Department of Atomic Energy. The Mission of the Company is 'to develop nuclear power technology and to produce nuclear power as a safe, environmentally benign and economically viable source of electrical energy to meet the increasing electricity needs of the country'. Accordingly, NPCIL is responsible for design, construction, commissioning and operation of nuclear power reactors. NPCIL is a MoU signing, profit making and dividend paying company with the highest level of credit rating (AAA rating by CRISIL and CARE). NPCIL is presently operating 20 nuclear power reactors with an installed capacity of 4780 MW at six locations in the country. Currently, in India there are six reactors under various stages of construction totaling 4800 MW capacity.

The operating nuclear power units are: Tarapur, Maharashtra Site Units-1 to 4, Rawatbhata, Rajasthan Site Units-1 to 6, Madras Atomic Power Station Units-1 & 2, Narora Atomic Power Station Units-1 and 2, Kakrapar, Gujarat Site Units-1 and 2 and Kaiga Generating Station Units-1 to 4.

The units under construction are: Kudankulam Nuclear Power Project Units-1 and 2, Under advanced stage of commissioning are Kakrapar Atomic Power Project Units-3 and 4, Rajasthan Atomic Power Project Units-7 and 8.

Power Plants of NPCIL

Some more nuclear power plants at Jaitapur in Maharashtra, Gorakhpur in Haryana, Chutaka in Madhya Pradesh, Kovvada in Andhra Pradesh, Mithi Virdi in Gujarat and Banswara in Rajasthan are under planning stage.

Madras Atomic Power Station (MAPS)

Madras Atomic Power Station (MAPS) located at Kalpakkam about 80 kilometers (50 miles) south of Chennai, India, is a comprehensive nuclear power production, fuel reprocessing, and waste treatment facility that includes plutonium fuel fabrication for fast breeder reactors (FBRs). It is also India's first fully indigenously constructed nuclear power station. It has two units of 235 MW capacity each. The first and second units of the station went critical in 1983 and 1985 respectively. The station has reactors housed in a reactor building with double shell containment ensuring total protection even in the remotest possibility of

loss-of-coolant accident. An Interim Storage Facility (ISF) is also located in Kalpakkam.

History

Madras Atomic Power Station was built to strengthen the nuclear capability of India, and it laid the foundation for the indigenization of India's nuclear power programme. The plant was constructed during the Prime Ministership of Indira Gandhi. The MAPS-1 reached criticality on 2 July 1983 and it was synchronized to the grid on 23 July 1983 in the presence of Prime Minister Indira Gandhi.

During its construction, a total of 3.8 lakh (380,000) railway sleeper (logs) were brought from all over India to lift the 180 t critical equipment in the first unit, due to lack of proper infrastructure and handling equipment.

Reactors

The facility houses two indigenously built Pressurized Heavy-Water Reactors (PHWRs) called MAPS-1 and MAPS-2. MAPS-1 was completed in 1981, but start-up was delayed due to a shortage of heavy-water. After procuring the necessary heavy-water, the MAPS-1 went critical in 1983 and began operating at full power on 27 January 1984. MAPS-2 obtained criticality in 1985 and began full power operations on 21 March 1986. The two Pressurised Heavy-Water Reactors (PHWR) are capable of generating 170 MW

each which is lower than the designed power of 235 MW since some Zircaloy pieces from the cracked cooling system were found in a moderator pump.

A beachhead at Kalpakkam also hosts India's first indigenous Pressurised (light) water reactor (PWR). The 80 MW reactor was developed by Bhabha Atomic Research Centre (BARC) as the land-based prototype of the nuclear power unit for India's nuclear submarines. This unit does not come under MAPS.The Prototype Fast Breeder Reactor is expected to begin operation in 2015.

MAPS and CSR activities

MAPS as unit of NPCIL is providing support to neighbourhood in gradual but sustainable manner with contribution towards upliftment in the quality of life and community development within neighbouring areas through corporate social responsibility. As part of Corporate Social Responsibility (CSR) towards the welfare of neighbourhood villages, MAPS has been performing various welfare activities in the areas of education, health and infrastructure development. MAPS has been carrying out Corporate Social Responsibility activities since 1998 onwards in the name of Village Welfare. On an average every year Rs.20.0 lakhs was being spent on development activities in the neighbourhood of plant site, focused mainly towards education, health and

infrastructure. The activities are mainly construction of additional class rooms to existing Government schools, construction of Anganwadis, and providing education to Schools etc on a regular basis, conducting of medical camps in the neighbour Villages giving Hepatitis-B Vaccine and cataract surgery to needy villagers in tie up with reputed eye hospitals.

Subsequent to the issue of Guidelines on Corporate Social Responsibility for Central Public Sector Enterprises by Government of India, Department of Public Enterprise's new projects for the year 2012-15 were selected and focused mainly on improvement of quality of life of the neighbouring population.1 All these projects are being implemented by dedicated CSR group of the station focused towards effective implementation of various CSR projects as per guidelines issued by NPCIL HQI-8501 and Department of Public Enterprises Guidelines for CSR activities and also with the aim of improving quality of life of villagers in the neighborhood.

Education:

As part of MAPS CSR activity, MAPS has been carrying out many educational related projects in the government schools in the neighborhood villages to improve quality of education .With a view to facilitate quality education for local students, MAPS has

undertaken many projects. These include construction of additional class rooms, school compound wall, renovation and painting of school buildings, toilets, setting up of science labs, providing school furniture, school furniture repairs, issue of computers, issue of notebooks, geometry boxes, model question banks, and distribution of uniforms and UV water purifier.

Activities during 2012-2013:

On 7th November 2012, note books were issued to the students of the 30 Government High Schools, Panchayat Middle Schools and Panchayat Union Primary Schools in 20 Panchayats in and around Kalpakkam at a cost of Rs.5.15 lakhs benefitting 5000 children. In December 2012, MAPS issued Model Question paper sets to the 10th and 12th standard students of the Government Higher Secondary and High schools in nearby villages at a cost of Rs.2.33 lakhs.

Three new computers along with printers were issued to Government High School Kuzhipanthandalam at a cost of Rs.1.3 lakhs. As part of Teacher's Day celebration during the month of September 500 teachers in 60 Government schools within 10 km range of MAPS were felicitated.

Activities during 2013-2014

To construct Compound Walls and Toilets in 9 schools in Sadras, Natham

Kariacherri, Kunnathur, Sooradimangalam, Nerumbur, Nallur, Mullikulathur, Lattur and Echankaranai Village Panchayats on 15.5.2013, a Demand Draft for an amount of `21,23,670/-, one third of the total cost of the project Rs 63,71,000/- under self-sufficient scheme was handed over to Asst. Project Officer, DRDA, Kancheepuram.

On 14.6.2013 the Science Lab at Govt. High School, Vengapakkam was inaugurated by Station Director, MAPS. The total cost of the Science Lab was Rs 5.27 lakhs. On 21.6.2013 a noon meals kitchen building was built by MAPS at Panchayat Union Middle School, Ayapakkam at a cost of Rs.4 Lakhs and was inaugurated by Station Director, MAPS.

Second batch of computer training course was inaugurated by Station Director, MAPS on 24.07.2013 at community college, DAE Township with NGO DHAN to provide basic computer education to students below poverty level from nearby villages with 75% subsidy from NPCIL. This project has benefitted 50 children from the nearby villages. The total cost of the project was 4.4 Lakhs.

Model Question Paper sets were issued to the 10th and 12th standard students of the Govt. High Schools/Govt. Higher Secondary Schools in Sadras, Pudupattinam, Manamai, Mamallapuram, Vayalur, Vengapakkam, Sooradimangalam, Nerumbur, Veerapuram, Pandur, Parameswaramangalam, Natham Kariacherri, and Pattipulam on 30.10.2013. The total cost of the Model Question Paper sets was Rs 2,83,870/-.

Exercise Note books for 6195 students in 38 Govt. Schools in the villages nearby Kalpakkam was distributed for the academic year 2013-14. Totally 28764 exercise note books were distributed at a cost of Rs. 10.15 lakhs. Snacks were provided to 10th std. and 12th std. students daily in the evening after school hours during the special classes in Govt. High Schools at Vayalur, Sooradimangalam, Nerumbur and Govt. Higher Secondary Schools at Sadras, Vengapakkam & Manamai to encourage the students to stay beyond normal school hours. The total expenditure towards distribution of snacks was Rs.5,76,647/-.

On 23.12.2013 Station Director, MAPS, distributed 2 sets of Uniform and Solar Lantern to 25 LKG students of Panchayat Union Primary School, Kadalur Periya Kuppam village and 18 ST students of Panchayat Union Middle School, Vittilapuram & Perampakkam villages.

On 12.2.2014 the incomplete school building constructed under Rashtriya Madhyamik Shiksha Abhiyan (RMSA) scheme for Govt. High School, Parameswaramangalam, was completed with the financial support of MAPS under Corporate Social Responsibility activity and handed over to school authority by

Shri T.J. Kotteeswaran, Station Director, MAPS. The school has been provided with other infrastructure like Science Lab, Computer Lab, Teak wood furniture, UV Water Purifier, etc. The total expenditure towards this project was Rs.70 lakhs.

MAPS also sponsored 15 motivated students and 3 teachers from Govt. Higher Secondary Schools, Sadras, Pudupattinam & Vengapakkam for participation in the IITM-FSCT Awareness Workshop on the theme "Science and Engineering – A Journey" conducted by IIT and FSCT (Federation of Science Clubs of Tamil Nadu) at IIT, Chennai on 24.02.2014 & 25.02.2014.

A MOU was made between MAPS and SEA, Mamallapuram on 06.09.2013 for deployment of 15 teachers in 13 Govt. Schools in the villages nearby MAPS for a period of 8 months from September 2013 to April 2014. The total expenditure towards the project was Rs 9, 90,150/-. A total amount of Rs. 2.33 crores was spent by MAPS during the year 2013-14 for CSR activities.

Activities during 2014-2015:

Community College :

A community college is being operated for the last three years by MAPS along with NGO, DHAN Foundation. During this period 50 students including school children, school dropout girls have been trained in computer application in two batches (six month certification course). Most of the students were from BPL family from the neighbourhood villages.

Survey conducted by NGO's:

A need assessment survey was carried out regarding availability of teachers in government schools in the neighborhood villages by an NGO, Society for Education and Action (SEA), Mamallaapuram. Based on the survey, 17 teachers were deployed through Parent Teachers Association in the schools along with NGO, SEA, to improve quality of education. This has helped students to teach subjects for which government teachers were not deployed in those schools. This has benefited more than 5000 students studying in the ten government middle, higher and higher secondary schools within 10 kilometers of plant site.

In addition one more survey was again conducted by the NGO, Society for Education and Action (SEA), based on request by Head masters of Government High/Higher secondary schools to identify shortage of teachers for 10th and 12th standard. Based on the survey, 7 teachers were deployed to teach subjects for which teachers were not available and help students to score high in board examination. This has benefited more than 500 students

studying in the two government higher secondary schools.

One more survey was conducted along with ISHA Education, an NGO, to identify slow learners in government schools and improve them through Government School Adoption Programme. The NGO, ISHA Education, has carried out similar programme in more than 30 Government schools. Based on the survey, it was decided to adopt four Government schools within 5 kilometers in the first phase to improve quality of education and an MOU was signed with the NGO, ISHA Education. This has benefited more than 250 slow learning students studying in the four governments higher secondary schools.

Amenities:

Most of the children studying in nearby government schools were from rural background and parents are mostly daily wage earners, free note books were distributed in the middle of the academic year for more than 15 years by MAPS. This year also 32000 Exercise notebooks were distributed free to more than 8000 children studying in 403 government schools.

Model question papers released by Parent Teachers Association, Tamilnadu, were distributed this year also for the benefit of 1700 students studying in 10th and 12th standards in 10 Government schools. This has helped students from rural background to score high marks in board examination and pursue higher education and improving their employment potential.

As part of MAPS CSR activity, one new state of art Basket ball court was constructed in Sadras Higher secondary school for the benefit of rural children to excel in sports. The Basketball court was inaugurated by Chief Superintendent on 21-11-2014. During the visit of former Director (Technical) to nearby Government schools in 2012, Head master of the school requested to give snacks to the school children staying beyond school hours attending special classes to enable them to concentrate on the subject and score high marks in board examination. Based on the request and advice from former Director (Technical), snacks are given every year from December to commencement of Board examination. This year also snacks were distributed to students, majority of them from BPL family with rural background studying in 10th and 12th standards in 10 Government schools.

Educational assistance:

To encourage rural students studying in government schools, education assistance is extended to children of contract employees from nearby villages working in MAPS. This year also

education assistance was extended to more than 300 children.

One girl student from BPL family who got admission in Madras Medical College, Chennai (Government College) in 2013 has been adapted by MAPS and all her expenses towards tuition fees, examination fees and hostel fees are supported by MAPS every year. This year also her education assistance was extended by Station Director on NPCIL formation day on 17th September.

HEALTH:

MAPS has arranged 30 health camps in 15 villages in the last 10 years. In the area of health, MAPS conducted general medical camps, eye camps and arranged cataract operations for the needy villagers, issued spectacles, provided medical consultancy & medicines and follow up actions in the case of cataract operated patients. Conducted assessment camp for the differently abled persons from the nearby villages and arranged for issue of aids and appliances for the recommended persons by the representative of M/s.ALIMCO, Bengaluru.

To provide safe drinking water to school children, MAPS has set up UV treated water purifier plants in 25 schools in the neighbourhood. Aids and appliances are distributed to differently enabled persons every year. Medical equipments are given to nearby two primary health centres. As part of sanitation project, 200 Indian household toilets are being constructed by MAPS along with NGO in four villages

Activities during 2012-2013:

In the field of health, to provide clean drinking water to students, Ultra Violet treated water purifiers were installed in eight Government Schools in and around Kalpakkam in addition to sixteen Government schools were UV water purifier were installed earlier.

Medical camps were being conducted on weekly basis in 5 Villages. 15 medical camps had been conducted by a Medical Trust under the direct supervision of MAPS CSR team. More than 2500 patients had been benefited in the 15 camps. 24 Cataract Surgery has been done to needy patients through reputed eye hospitals in Chennai and Spectacles have been distributed to more than 200 patients.

On 29.10.2012 the Medical Equipments to the Primary Health Centre, Sadras and Govt. Hospital, Mamallapuram, were issued to the respective Medical Officers. The total expenditure towards the Medical Equipments was Rs.2.8 Lakhs. Survey was conducted regarding aids required to differently enabled person from the nearby villages with the help of ALIMCO (Artificial Limb Manufacturing Company) a Govt. of India Undertaking. On 29.10.2012 the aids and appliances were

issued to 44 differently abled persons of various villages viz. Pudupattinam, Vasusvasamuthiram, Sooradimangalam, Nerumbur, Nallathur and Pattipulam. The aids and appliances were issued by Shri G. Nageswara Rao, Director (Operations), NPCIL & Shri K. Ramamurthy, Station Director, MAPS. The total cost of the aids & appliances was Rs.2.5 Lakhs.

Activities during 2013-2014

Based on the MOU signed between MAPS and Krishnammal Chakrapany Medical and Education Trust, Chennai, medical camps in 5 villages viz. Ayapakkam, Vasuvasamuthiram, Vittilapuram, Kottaimedu and Nallur were conducted every week on Wednesdays and were provided General medicine.2 Also carried out eye screening and distributed spectacles for the needy villagers. Totally 13 medical camps were conducted in which 2626 villagers benefited. Spectacles were distributed for 547 villagers. The total cost for this project was Rs.7,57,500/-.

MAPS carried out the assessment camp on 11.11.2013 at DAE Township to the differently abled persons from nearby villages. MAPS Medical Officers and representative from M/s. ALIMCO, Bengaluru assessed the disabilities and recommended the required aids and appliances. Among 59 assessed, 40 were recommended for aids and appliances.

Activities during: 2014-2015

As part of MAPS CSR activity MAPS has been carrying out assessment of differently enabled personnel every year along with ALIMCO, Bangaluru and required aids and appliances were distributed every year to the differently enabled personnel. During the period 2014-15, assessment of disability for the differently enabled personnel utilizing the services of experts from ALIMCO and NPCIL doctors was conducted at Kalpakkam. Number of differently enabled personnel from various villages were screened in the camp. Based on the screening many patients were identified for distribution of aids and appliances including wheel chair, tricycles, hearing aid, walking stick etc. The distribution function was conducted in presence of Shri Aruljothi arasan, Project Director, DRDA, Kancheepuram District.

Eye and Dental Medical camp

Every year MAPS conducts medical camp including general and eye camp for the benefit of neighbourhood villagers. This year also an exclusive eye and dental camp was conducted for the benefit of villagers of Sadras Panchayat.

The camp was conducted on 11-05-2014.The camp was conducted in association with Singhvi Charitable Trust, Chennai. 187 patients were screened in the eye camp. 11 patients were taken to Sri Ramachandra

Medical College and Hospital for cataract surgery and surgery was performed. Also spectacles were distributed for patients. 78 patients received dental treatment in the camp.

INFRASTRUCTURE:

In the area of Infrastructure, MAPS carried out infrastructure projects like construction of over head water tanks for nearby village panchayats, erection of bus shelters at East Coast Road in Pudupattinam, concrete roads in Pudupattinam and Sadras, distribution of CFL Street lights with fittings, street lighting, concrete roads, multipurpose halls, water tanks, school compound walls, hospitals, bridges, anganwadi renovation, development of drinking water ponds.

Activities during 2012-2013:

In the field of Infrastructure many projects have been implemented by MAPS in the neighbourhood Villages. In August 2012, the Anganwadi building at Arambakkam village was dedicated to use of children at a total cost of Rs.12.55 lakhs. The additional school building of the Panchayat Union Primary School in Nallan Pillaipetral village at Vadakadambadi Panchayat was inaugurated on 03.08.2012. The total expenditure of the building was Rs.22.86 lakhs. On 28th October 2012, the renovated water pond was dedicated to Nallur Village by Director (Operations) during his visit to Kalpakkam. One lakh litre capacity water tank along with supply piping from the nearby well was constructed by MAPS in Kunnathur Village and was dedicated on 12.10.2012.

As part of providing clean drinking water to villagers, village pond in Nallur village was developed by deepening to improve capacity and provide clean drinking water through filtration facility. On 28th October 2012, the renovated water pond was dedicated to Nallur village by Director (Operations) during his visit to Kalpakkam benefitting 4000 people in the villages. The project was executed by DHAN, NGO on behalf of MAPS. 300 Street light fittings along with CFL bulbs were issued to six panchayats in and around Kalpakkam. A noon meals kitchen building was built by MAPS under CSR activity at Panchayat Union Middle School, Amoor at a cost of Rs.5.42 lakhs. The kitchen building was inaugurated by Shri T.J. Kotteeswaran, Station Director, MAPS on 23.01.2013.

Another project to increase awareness towards better sanitation facilities among villagers was implemented by MAPS in co-ordination with one more NGO Gandhi Rural Education and Development Society (GREDS), Pondichery, who are specialist in this field. As part of the above project, with the aim of eradicating open defecation in a phased manner, 200 Indian Household Toilets were

constructed in 4 villages benefiting 200 families below BPL in the first phase. Fifty numbers of IHH Toilets has already been constructed in first phase at Ayappakkam Village.

In November 2012, an MoU was signed between MAPS and PLANT Trust, Chennai, for providing water source and supply of water to the overhead water tanks being built by MAPS under CSR activities. An amount of Rs.22.73 lakhs was sanctioned towards the project. As part of the above project seven bore wells had been drilled in four villages and pumps along with piping to supply water to the new tanks constructed by MAPS has been laid. The above project was expected to benefit more than 60000 people residing in four villages.

Activities during **2013-2014:**

On 25.04.2013 and 26.04.2013, MAPS issued 200 Number of CFL Street Lights with fittings to four village panchayats (Vasuvasamuthiram, Lattur, Nallur & Vadakadampadi) at a total cost of Rs 2.5 Lakhs.

Two Bus Shelters were erected by MAPS as part of CSR activities at ECR Bus stop on both the sides i.e., towards Chennai and Puducherry at a cost of Rs.22 Lakhs. On 29.5.2013 the bus shelters were inaugurated by Shri T.J. Kotteeswaran, Station Director, MAPS in the presence of Shri V.S. Raji, MLA, Cheyyur Assembly Constituency. On the same day the Concrete Road laid by MAPS as part of CSR

activity at Dr. Ambedkar Nagar, Pudupattinam for a length of 500 meters at a cost of Rs.31 Lakhs was also dedicated to the general public by Station Director, MAPS.

As part of CSR activities, MAPS along with District Rural Development Agency (DRDA), Kancheepuram, constructed Compound Wall for Govt. Higher Secondary School, Mamallapuram and Computer Room for Panchayat Union Middle School, Mamallapuram. The total cost of the project was Rs.26 Lakhs. MAPS contribution towards the project i.e, 1/3rd of the total project cost Rs.8,66,667/- in the form of Demand Draft was handed over to Shri R. Arun, Executive Engineer, DRDA, Kancheepuram by Station Director, MAPS on 27.07.2013.

MAPS built an Over Head Water Tank in Natham Kariacherry village with a capacity of 60,000 liters at a cost of Rs 7.50 Lakhs and also provided additional Bore well and pump room at an expenditure of Rs 3 Lakhs. The Water Tank was inaugurated by Station Director, MAPS on 23.08.2013.

A MOU was signed between MAPS and DHAN Foundation on 04.09.2013 for executing a project to provide safe drinking water to the people of Vengapakkam village from the existing pond viz. Sengeniyamman Traditional Drinking Water Oorani at a cost of `29,55,794/-. Shri K. Suresh, QAS & Convener, CSR

Committee MAPS and Shri A. Gurunathan, Executive Director, DHAN Foundation signed the MOU on behalf of MAPS and DHAN Foundation respectively in the presence of Shri T.J. Kotteeswaran, Station Director.**3** The renovation work was started by conducting a Boomi pooja on 05.02.2014. Shri T.J. Kotteeswaran, Station Director, MAPS inaugurated the renovation work of the drinking water pond.

Activities during 2014-2015:

As part of CSR, MAPS has been carrying out many infrastructure projects to improve living conditions in the neighbourhood villages. In this connection, providing safe drinking water has been one of the important works under CSR.

So far 8 integrated drinking water projects have been implemented. Four water tanks of 60000 liters capacity and four water tanks of 100000 litres capacity has been constructed in eight panchayats. In addition to tanks, projects related to water supply and distribution networks for the above tanks were implemented along with District Rural Development Agency, Kancheepuram District under Self Sufficiency Scheme with one-third contribution from MAPS.

In this connection, one integrated water supply system with water tank of 60000 liters capacity along with bore wells, supply pipe lines

and distribution network to household in the villages was completed in Kadambadi village in Kadambadi panchayat. The project was inaugurated on 27-06-2014 by station director in the presence of senior officers from MAPS, Panchayat president and beneficiary. The project has benefited more than 2000 people in 400 households.

Integrated project of 60000 litre capacity along with pumps, water supply and distribution system was implemented in Voyalikuppam village of Vayalur panchayat. The project was inaugurated by station director on 02-07-2014 in the presence of senior officers from MAPS, Panchayat president and beneficiary. The project has benefited more than 1500 people in 300 households.

Integrated water supply system with water tank of 100000 liters capacity along with bore wells, supply pipe lines and distribution network to household in the villages was completed in Perambakkam village in Vittalapuram panchayat. The tank was constructed directly by MAPS and bore wells, water supply and distribution networks for the above tank was implemented along with District Rural Development Agency, Kancheepuram District under Self Sufficiency Scheme with one-third contribution from MAPS.

The project was inaugurated by station director on 11-08-2014 in the presence of senior

officers from MAPS, Panchayat president and beneficiary. The project has benefited more than 2000 people in 400 households.

In addition to above, two additional drinking water projects to augment water supply to two tanks constructed by MAPS in Nallathur and Kadambadi by sinking bore wells, eastablishing motor pump set room along with laying of pipe lines was implemented along with District Rural Development Agency, Kancheepuram District under Self Sufficiency Scheme with one-third contribution from MAPS. The contribution from MAPS was handed over to Project Director, DRDA Kancheepuram District by Station Director in the presence of senior officers from MAPS, Panchayat presidents and state government officials.

Multi purpose hall for fishermen

As part of MAPS CSR activity, two multipurpose hall for fishermen to store and mend their nets were constructed in Sadras fishermen hamlets. Based on request for similar multipurpose hall from other fishing hamlets, one more multipurpose hall was constructed for fishermen in Pudupattinam kuppam. The multipurpose hall was inaugurated by Shri V.S.Raje M.L.A, Cheyyur constituency in the presence of Station Director on 02-07-2014.

SKILL DEVELOPMENT:

MAPS focus on skill development programmes is to equip individuals with skills necessary for employment, largely wage employment. In this connection, MAPS as part of skill development conducts women empowerment by training them in tailoring and handicrafts, operate community college to train students from nearby villages who are below poverty level in computer application in association with NGOs.

Other activities like empowerment of women by training them in tailoring and handicraft work through a NGO viz. Society for Education and Action (SEA), Mamallapuram, skill development program for the poor students and school dropouts by imparting a computer course to them through DHAN People Academy, a part of DHAN Foundation, Madurai.4 To provide sustainable livelihood for the fishermen in the coastal villages by enhancing the fishery resources, fabricating and deploying the artificial reef in the near shore area through PLANT Trust, Chennai, is being carried out. The CSR activities through NGOs are being carried out by signing a MOU between MAPS and the NGOs.

Livelihood Enhancement projects

Artificial Reef project

As part of livelihood enhancement for fishermen and enhance bio-diversity, one artificial reef deployment project was implemented by MAPS in 2012 off Pudupattinam coast. Based on the feedback regarding increased availability of fish in the artificial reef area, request where received from nearby fishermen hamlets of Sadras and Vayalur Panchayats. In this connection, an MOU was signed between MAPS and NGO, PLANT for deployment of artificial reef in Sadras south, Sadras north, Meyyur fishing hamlets in Sadras Panchayat and Voyalikuppam fishing hamlet in Vayalur panchayat. Based on the above MOU, artificial reef structures were fabricated and deployed off the sea coast in the four fishermen hamlets. The deployment programme was inaugurated by Station Director on 05-10-2014.

Multi-purpose hall for fishermen

As part of MAPS CSR activity, two multipurpose halls for fishermen to store and mend their nets were constructed in Sadras fishermen hamlets. Based on request for similar multipurpose hall from other fishing hamlets, one more multipurpose hall was constructed for fishermen in Pudupattinam kuppam. The multipurpose hall was inaugurated by Shri V.S.Raje M.L.A., Cheyyur constituency in the presence of Station Director on 02-07-2014.

Community based ice plant

Based on need based survey and request from fishermen community in the neighbourhood villages, it was decided to construct one ice plant of 7.5 tonnes capacity (50 kg X 150 blocks) on experimental basis in Kokilamedu fishermen village along with NGO, PLANT to increase the commercial value of the marine species for sustainable livelihood of fishermen. In this connection, an MOU was signed between MAPS and NGO, PLANT on 12-05-2014 for construction of one ice plant with MAPS support and building for the ice plant will be constructed by Panchayat with state government funding. The building has been constructed and ice plant erection is in progress.

Sustainability project

Agricultural Technology infusion

As part of sustainability project, to strengthen agriculture and agricultural based livelihoods by adapting agricultural technology infusion for productivity enhancement through skill building in 20 villages in the neighborhood of Kalpakkam, an MOU was signed between MAPS and NGO, DHAN Foundation on 06-11-2014. The project was inaugurated by station Director on at Neikuppi village.

Women empowerment programme

MAPS conducts women empowerment programme every year in association with NGO Society for Education and Action. It was decided to conduct the programme for widows and destitute women in the neighbourhood villages. A survey was conducted in six panchayats in the first phase and 84 women were identified by the NGO. An MOU was signed between MAPS and the NGO, SEA on 25-06-2014. 25 women agreed to undergo training in Tailoring and handicraft.

The training programme was conducted for six months in two training centers in Kalpakkam and Mamallapuram. At the end of the training programme, new sewing machines and certificates were distributed in a function on 24-02-2015 by Superintendent of Police, Kancheepuram in the presence of Station Director and other senior officials from MAPS and Police Department.

A MOU was signed between MAPS and SEA, Mamallapuram for implementing a project towards empowerment of women in the neighbourhood villages as part of CSR activity on 29.05.2013. This is the 3rd MOU being signed with the SEA, Mamallapuram to impart training on Tailoring and Handicraft work to the women from the BPL families in the neighbourhood to enhance their livelihood. 40 women are identified from Mamallapuram, Vadakadambadi, Kadambadi and Nallathur. The MOU was signed by Shri K. Suresh, Supdt. (QA) & Convener, CSR Committee, on behalf of MAPS and Shri S. Desingu, Director, on behalf of SEA, Mamallapuram in the presence of Shri T.J. Kotteeswaran, Station Director, MAPS. This training was for six months and the total cost of the project was Rs 2,58,000/-.

A MOU was signed by MAPS and PLANT Trust, Chennai on 25.09.2013 to provide sustainable livelihood to the fishermen in the coastal villages by enhancing the fishery resources by fabricating and deploying the Artificial Reefs in the near shore area of the sea at Meyyur Kuppam, Sadras North Kuppam, Sadras South Kuppam and Uyyalikuppam. The total cost of this project was Rs 82, 22,550/-. On 02.02.2014 M/s. PLANT Trust conducted a Boomi Pooja at Meiyyur Kuppam. Shri T.J Kotteeswaran, Station Director, MAPS inaugurated the fabrication work of Artificial Reef.

Another project of setting an Artificial Reef (A project conceived by Central Marine Fisheries Institute, Government of India) to improve availability of fish to fishermen in Pudupattinam Village was implemented by PLANT, NGO on behalf of MAPS. The project was dedicated for the benefit of 450 fisherman

family living in Pudupattinam Kuppam on 30.09.2012. It is expected to bear fruitful results within six months of deployment of artificial reef structures 5 kms inside the sea, increasing the yield of fish to a great extent at the Artificial Reef location. Based on the success of the above project, it is planned to set artificial reef in four more locations along the east coast adjacent to plant. The projects when completed are expected to benefit 4000 fishermen families and are expected to increase their earnings to a great extent and improve their quality of life.

As part of women empowerment programme, a training programme of 5 months duration has been conducted for second batch of 30 unemployed rural women through an NGO, Society for Education and Action, Mamallapuram. They have been trained in Tailoring and handicrafts increasing their employment potential.

END NOTES

1. Guidelines on Corporate Social Responsibility and Sustainability for Central Public Sector Enterprises (These shall come into effect on 1st April 2013).

2. A Brief Report on MAPS Corporate Social Responsibility Activities during the year 2013-2014.

3. Corporate Social Responsibility (CSR) & Sustainability, M. Santhanam, DHAN Foundation.

4. Skill Development & Entrepreneurship, M. Santhanam Programme Leader, DHAN Foundation.

CHAPTER – IV

ANALYSIS AND INTERPRETATION

For the collection of primary data relating to educational activities of MAPS under its Corporate Social Responsibility the researcher used questionnaire, interview and observation methods. A questionnaire was formulated to elicit information from the teachers of the schools and interview schedule to elicit information from Coordinator of CSR programme Mr.Suresh of MAPS. The researcher visited government higher secondary schools in Parameshwaramangalam, Pantur, Suradimangalam, Vengambakkam, Kadampadi and Sadras. The MAPS has been involved in the educational activities of 17 schools in its neighbourhood within the radius of 16 km of which the researcher visited 6 schools and collected primary data and personally observed the ongoing educational activities of MAPS and their impact on the students.

I.A.   Educational Activities:

The MAPS on request from neighbourhood schools which lack teachers provides them with teachers. So far MAPS has provided 25 teachers to 17 schools. The salaries being met by the MAPS. When there are so many government schools suffering from lack of teachers the schools adopted by MAPS are privileged. Appointment of teachers has helped the schools in filling the gap. Otherwise lack of teachers in schools would have had serious impact on the children's education.

The MAPS has constructed the entire school building at Parameshwaram higher secondary school. It has constructed an additional two storied block at Pandur School. MAPS with help of DRDA has constructed compound wall in Suradimangalam. There are so many government schools without proper toilet facilities available for their students. Realizing the importance and need of this facility particularly for girls, the MAPS has embarked on this project. In order to maintain hygiene and sanitation the MAPS has constructed toilets for both boys and girls in schools at SADRAS, Parameshwaramangalam, Suradimangalam.

Generally pure drinking water is not available in rural schools. This is one of the most important areas where MAPS has provided all the 17 schools with UV water purifier which has enabled the school children to drink purified water. It has also provided government school at SADRAS with cycle stand which can accommodate 100 bicycles. Now students are able to park their bicycles in a row under shade. The MAPS has provided quality furniture to schools in Parameshwaramangalam and Pandur which includes wooden chairs, wooden tables, plastic chairs, iron cupboards and wooden rack.

Chart 3.1 Educational Infrastructure Facilities


Educational Infrastructural facilities
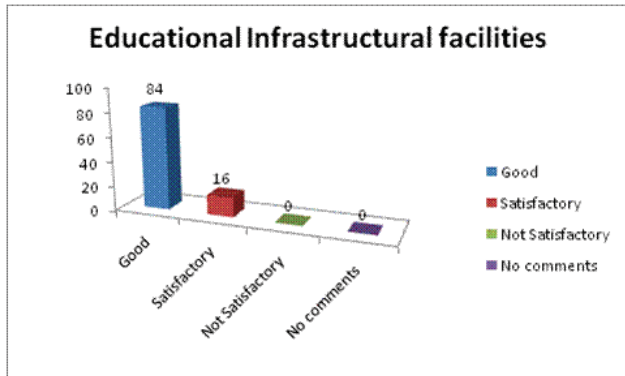
The researcher circulated questionnaires to 50 teachers to find out their opinion on MAPS CSR educational activities. With regard to educational infrastructural facilities 84 percent of teachers expressed their opinion that MAPS has done a good work and only 16 percent of the teachers expressed their opinion that the educational infrastructural facilities provided by MAPS is satisfactory. No one expressed that the educational infrastructural facilities are not satisfactory or no comments. This shows that majority of teachers are of the opinion that the MAPS has done a good work in providing educational infrastructure facilities to school in the neighbourhood.

The MAPS has provided RMSA government higher secondary school with 6 computers along with tables which has enabled students to acquire computer knowledge. It has provided number of lab instruments at Parameswaramanglam, Pandur, Suradimangalam, Vengambakkam, Sadras. This has enabled the students to do practicals and understand science subjects. The MAPS has provided all the schools with exercise books, model question banks and snacks. Since the students by and large are hailing from poor socio-economic background they are unable to purchase notebooks and exercise books. Taking note of this the MAPS has been providing students every year with thousands of exercise note books. The most important help rendered to schools by MAPS is supply of 10th and 12th question papers which has drastically improved the pass percentage of the schools over the years. Since the students are given extra coaching after the school hours they are being given snacks to refresh.

Chart 3.2 Educational Aids supplied to Schools


Teaching Aids
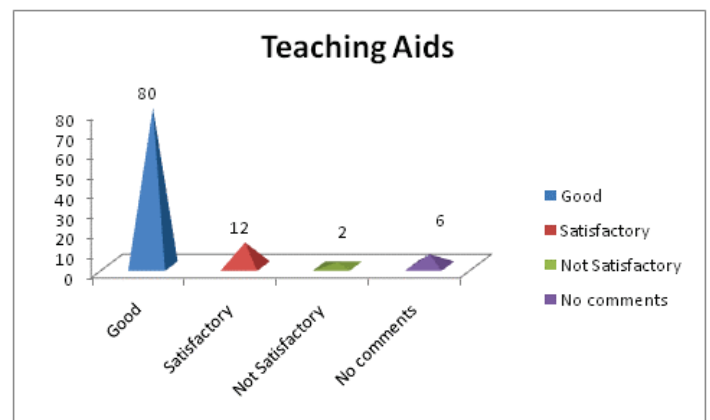
With regard to educational aids provided by MAPS 80% of the teachers expressed that the MAPS has been providing the schools with

much needed educational aids. They said many of the students studying in government schools hail from poor socio economic background and they are unable to purchase notebooks and other things .The most laudable service rendered by MAPS is the distribution of model question papers to 10th and 12thstudents .They said ever since MAPS started giving model question papers to the students the pass percentage has increased remarkably. This in fact, has raised not only the image of MAPS but also the teachers among the local community. Another important thing which deserves to be mentioned here is the UV water purifier which the MAPS has supplied to the schools. As a result the students are being provided with purified water. 12% of the teachers said they are satisfied with the amount of help rendered by MAPS in this area. 2% said that they are not satisfied with the quantum of help rendered by the MAPS. They said they expect more from MAPS. However, 6% remained non committal by saying no comments.

Of the entire programmes one very special programme is isha training for slow learners. There is a category of students called slow learners who are being ignored by schools. However, MAPS has identified such slow learners above 6thstandardand gives them special training. The teachers are specially trained to teach the slow learners through magic english, play maths which makes the subject easy for the slow learners to understand. MAPS has also identified a girl student of Kalpakkam who is doing her medical course at Madras Medical College and helping her financially by paying the full fees every year.

Chart 3.3 Teachers impression on Educational Activities of MAPS
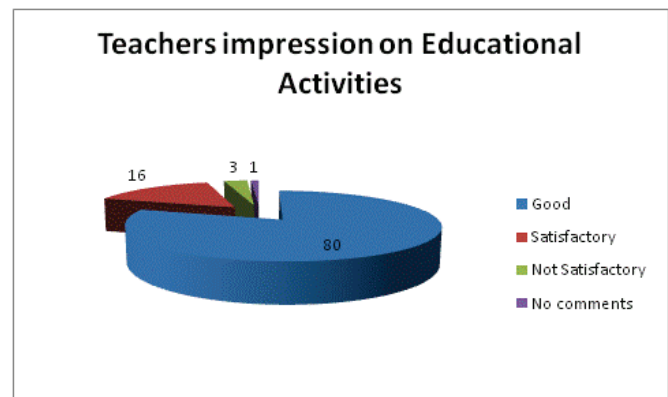
Asked about the impression of the teachers on MAPS educational activities 80% expressed their opinion that according to them MAPS is doing a yeoman service for the educational development of school children in the neighbourhood. 16% said that they are satisfied with the educational activities of MAPS. Only 3% said that they are not satisfied with the extent to which MAPS is doing its educational activities. They said that the MAPS can still do much better. 1% said that they have no comments to make on the educational activities of MAPS. But for the significant role played by MAPS in the field of education the passing results of the students would not be impressive. According to teachers though there

are several industries located in the region only MAPS has been doing a genuine and laudable service in the field of education.

Thus MAPS has identified 17 government schools in the neighbourhood within the radius of 16 km and has been formulating and implementing a wide range of educational programmes which has equipped the schools with basic amenities. It has constructed school buildings, additional blocks, compound walls, toilets, cycle stands, roads inside schools, science laboratories, computer laboratories, scientific instruments, exercise note books, model question bank for tenth, plus 2 students, water purifiers and teachers. Its programmes have certainly improved the quality of education imparted to students and has had desired impact on the students. It has encouraged and motivated not only the teacher community but also students to put in their best efforts in order to bring out the best in them. In order to encourage and motivate the teaching community in the neighbourhood areas the MAPS has organized a special function to recognize the service rendered by them and honoured them with gifts. This in fact has had a positive impact on the teaching community.

To conclude the hypothesis that "the educational programmes of MAPS have improved the educational amenities of neighbourhood schools and thereby improved the quality of education in them" is proved correct.

I.B. Skill Development Activities:

For the collection of primary data relating to the skill development activities of MAPS, under its Corporate Social Responsibility, the researcher used questionnaire, interview and observation methods. A questionnaire was formulated to elicit information from 20 each sample women beneficiaries of tailor and handicraft training programmes. A questionnaire was formulated to elicit information from the beneficiaries of 20 computer trained school dropout students. Mr.Suresh, CSR Coordinator of MAPS was interviewed. To elicit information from fisher folk 20 fishermen were contacted and questionnaire was administered to them.
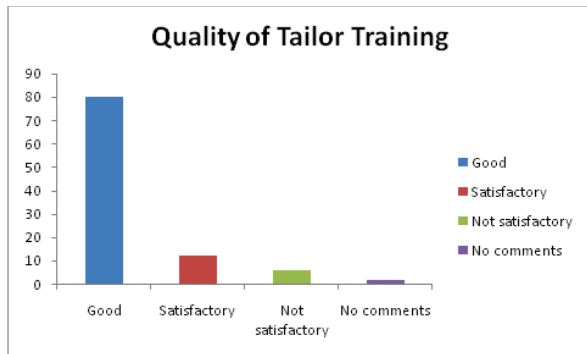
As for as skill development training is concerned the MAPS has taken up a number of projects for different groups of people. As there are so many women who are unable to support their families MAPS has come up with women empowerment program. In this area MAPS has introduced tailoring and handicraft training programmes.

As regards tailor training programme is concerned MAPS has selected beneficiaries based on the survey conducted by NGOS with which it is associated. It offers two months tailor training for women. After the successful

completion of training programme the beneficiaries are provided with sewing machines for them to work and generate income for their families.

Chart 3. 4 Quality of Tailor Training

When asked about the quality of tailor training 80% of the beneficiaries said that the quality of the training was good. 12% said that they were satisfied with the quality of the training. 6% said that the training could have better and 2% did not make any comments. Thus majority of the respondents expressed that the quality training given to them was good.

Chart 3. 5 Distributions of New Sewing Machines

The teachers were asked whether they were given sewing mechines after the training. All of them said they were provided with a sewing mechine. 90% expressed that they were given qulity mechines for tailoring. 6% said that they are satisfied with the sewing machines given to them and only 4% said that they are not satisfied with the sewing machines given to them. Thus majority of the respondents expressed that the quality sewing machines given to them was of very good quality. 68% of the teachers said that they are able to generate income because of the tailor training and the sewing machines given to by MAPS.

As regards handicraft training programme is concerned MAPS has selected beneficiaries based on the survey conducted by NGOS with which it is associated. It offers one month training for women in handicrafts making. After the successful completion of training programme the beneficiaries are encouraged to avail loans from nationalized banks to produce handicraft items which have demand in the market.
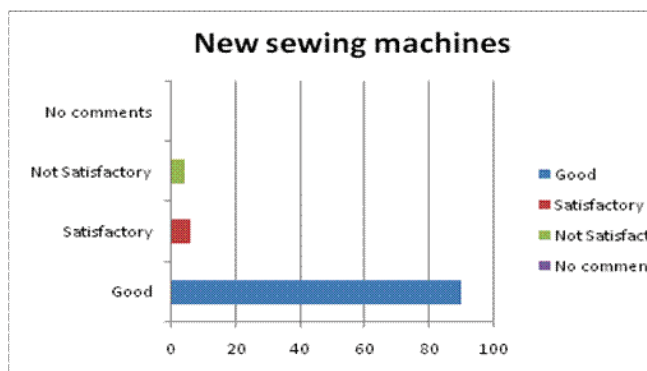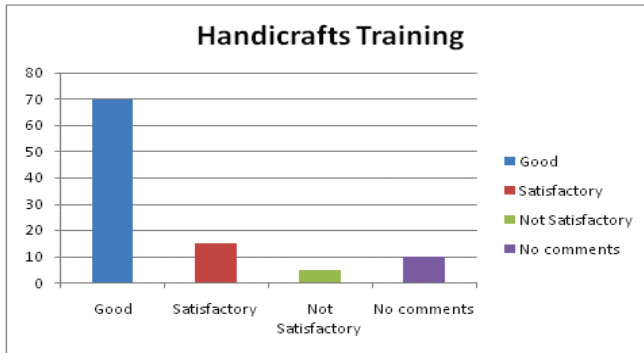
Chart 3. 6 Quality of Handicraft Training

As regards the quality of handicraft training 70% of the beneficiaries said that the quality of the training was good. 14% said that they were satisfied with the quality of the training and 6% said that the training could have been better and 10% did not make any comment. . Thus majority of the respondents expressed that the quality of handicraft training given to them was good. As far as income generation is concerned 58% of the beneficiaries have been able to generate sufficient income to support their families and the rest are unable to make any income as there is not much of market for handicraft products. Further, the procurement rate is very low.

Chart. 3. 7 Quality of Computer Training

As regards the quality of computer training 80% of the beneficiaries who are school dropouts said that the quality of the training was good. 12% said that they were satisfied with the quality of the training and 6% said that the training could have been better and 2% did not make any comment. .
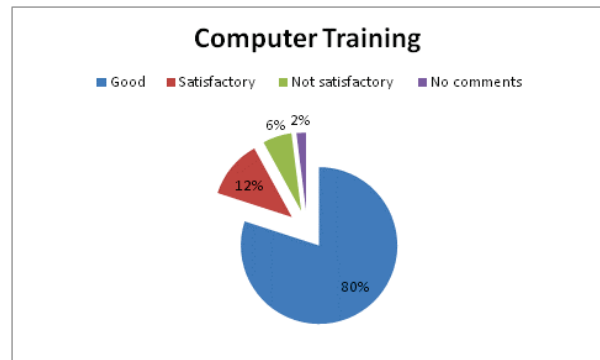
Thus majority of the respondents expressed that the quality of computer training given to them was good. As far as income generation is concerned 72% of the beneficiaries have been able to generate sufficient income to support their families and the rest28% could not get job as they are living in rural areas. Among the majority a major junk work in Chennai.
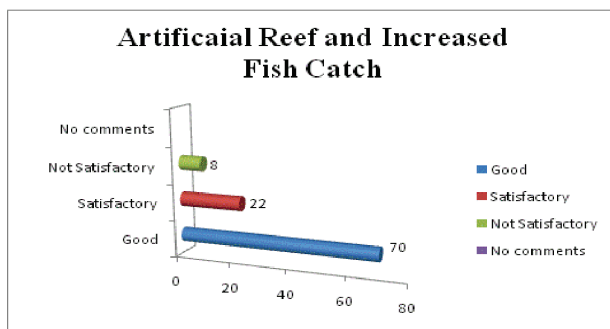
Artificial Reef Scheme

In order to help the fisherfolk in the neighbourhood by way of increasing their income the MAPS has introduced a scheme called Artificial Reef Scheme in collaboration with an NGO called PLANT. Plant has prepared artificial reefs made of cement and deployed them in the sea. This innovative idea has increased the fish population in the areas around it. Initially it was deployed at Pudukalpakkam. There is now request from many fishermen villages after the success of this programme.

Chart. 3.8 Artificial Reef and Fish Population Growth
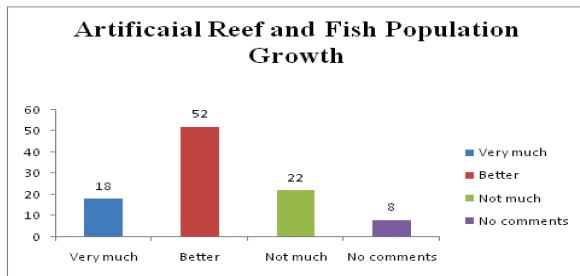
When asked whether the introduction of Artificial Reef Scheme has enhanced the fish population to a large extend around the reef area only18% said that it has increased manifold. 52% said that now the fish population is better than before the launch of the scheme. 22% said that there is no change in the scenario and the fish population remains the same. However, 8% said that now a days there is very little fish population and the scheme has not increased the population.
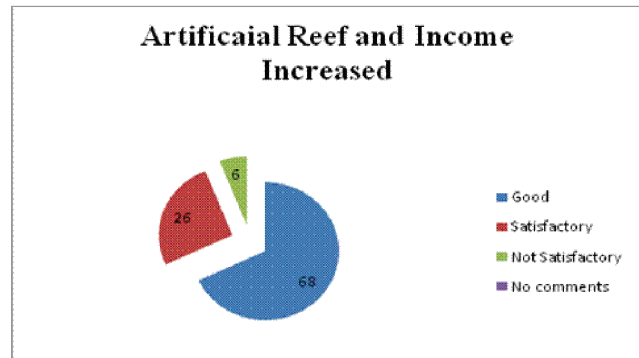
Charter.3. 9 Artificial Reef and Fish Catch

Asked whether the scheme has increased the fish catch of the fishermen 70% expressed that the fish catch has increased after the launching of artificial reef scheme. 22%

said that it remained the same and the rest 8% said that the fish catch has reduced these days as it is elsewhere.

Chart. 3. 10 Fish Catch and Income Level

Asked whether the their income level has gone up due to increased population of fish and fish catch 68% said that their income by way of fishing has increased after the launch of the artificial reef scheme. 26% said that their income remains that same but 6% said that their income has reduced due to lack fish in the sea and increased number of boats after tsunami. These fishermen said after tsunami many NGOs supplied large number of boats to fishermen and as a result these days many boats are involved in fishing.

Chart. 3.11 Artificial Reef Scheme
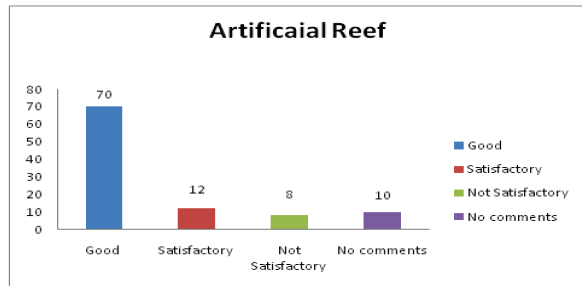
As regards the success of this scheme 70% of the fishermen expressed that this scheme has become a success and they are all happy with this scheme. 12% said that they were satisfied that the MAPS has introduced this scheme in their village. 8% said that the scheme is a not a success and the rest 10% refused to comment on the scheme.

Muti-Purpose Hall

In order to facilitate the fish landing and auctioning the MAPS has constructed a Multi-Purpose Hall for fishermen with the help of PLANT. This was done on the basis of request from the fishermen. This enables the fishermen to bring their catch to a particular point and auction the catch. They also use this hall for storing and repairing their nets. When asked whether this facility has benefitted them 86% said that it has benefitted them and the rest 14% said that it has not benefitted them as they don't use this facility at all.

Ice Plant

An Ice Plant has been constructed by MAPS in order to help the fishermen. Fishing activity requires ice which is being used for preserving the catch. At times the fishermen venture into the sea for one week. In order to preserve the catch ice is needed. As there is no ice factory nearby and the fishermen are spending more money on ice by way of transport the need for an ice factory arose. The demand came from the fishermen and the MAPS readily agreed to construct an ice plant. With the inception of ice plant near Mahapalipuram the fishermen find it easy to buy ice at reasonable rate.100% said that the ice plant is very useful them.

In order to achieve empowerment among men and women MAPS has introduced many skill development programmes. For the economic empowerment of women MAPS has introduced tailoring and handicrafts training. Both the programmes have helped women generate income and support their families. In the case of tailoring after the completion of training the beneficiaries are provided with a sewing machine which enables them to generate income. Tailoring fetches more income than handicrafts as the market for handicraft product is less. MAPS has introduced computer training for school dropout students who in turn have managed to find jobs mostly in city. For the welfare of fishermen MAPS has introduced artificial reef scheme which in turn has increased fish population in the sea. As a result the fish catch has increased these days

resulting in higher income for fishermen. The multi-purpose hall which been constructed by MAPS on the sea shore for the fishermen has facilitated fish landing. Besides, they are able to repair and store their nets. The ice plant which has been constructed by MAPS has helped fishermen in getting ice which they require for preserving fish catch at nominal rate at their door step. Thus a number of skill development programmes introduced by MAPS has really resulted in developing skill sets in the groups for which it has introduced and helped them in generating income to support their families.

To conclude the hypothesis that "the skill development programmes of MAPS have developed the skills of women, dropout students, fishermen and enabled them to generate income" is proved correct.

2. Health Activities

MAPS has been doing many progrmmes in the field of health for the neighbourhood population.MAPS has conducted general medical camps, eye camps and arranged cataract operations for the needy villagers, issued spectacles, provided medical consultancy and medicines and follow up actions in the case of cataract operated patients. Conducted assessment camp for the differently abled persons from the nearby villages and arranged for issue of aids and appliances for the recommended persons by the representative of M/s.ALIMCO, Bengaluru. Aids and appliances are distributed to differently enabled persons every year. Medical equipments are given to two nearby primary health centres. As part of sanitation project, 200 Indian household toilets are being constructed by MAPS along with NGO in four villages.To provide safe drinking water to school children, MAPS has set up UV treated water purifier plants in 25 schools in the neighbourhood.

For the collection of primary data relating to general medical camp and eye checkup camp questionnaire and interviewmethods were used. A questionnaire was formulated to elicit information from 40 beneficiaries of general public who were the beneficiaries of general medical health and eye checkup programmes and cataract operation followed by follow up actions.10 differentially abled persons were contacted for eliciting information regarding Aids and Appliances issued to them. The heads of both the Primary Health Centres were interviewed with an interview schedule. 20 beneficiaries were contacted to elicit information regarding the quality of toilet that that has been provided to them by MAPS and their use. Mr.Suresh, CSR Coordinator of MAPS, was interviewed. To elicit information from fisher folk 20 fishermen were contacted and questionnaire was administered to them.

Chart.3. 12 General Medical Camp

General Medical Camp
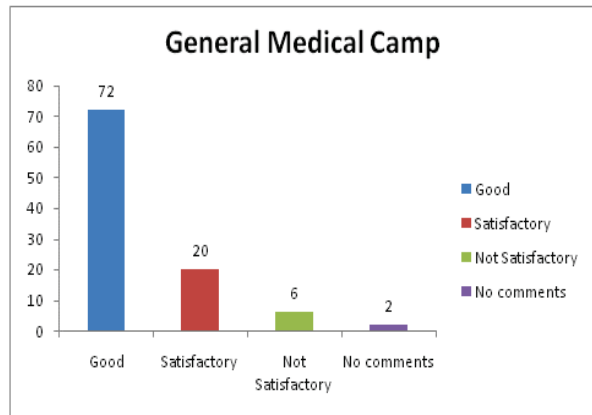
When asked about the usefulness of the general medical camp72% expressed that the medical camp was very useful to them. Since they belong to poor socio economic background they said they cannot afford medical checkup. Since the medical camp organized by MAPS is free of cost they are able to diagnose their health problems and follow it up with treatment. Many of them said that they have problem of sugar and few reported cardiac problems. They said that if MAPS had not conducted the free medical camp with their doctors from the Atomic Energy Department Hospital they would not have diagnosed their problems and gone in for medical treatment. They said that MAPS is their eye opener. They also said that the doctors were very compassionate and kind to them. 20% said that they were satisfied with the medical camp. Only 6% said that they were not satisfied with the medical camp as they feel that MAPS is not taking care of the treatment also and 2% had no comments to offer.

Table. 3. 1 Eye Checkup Camp

S. No	Program/ Scheme	Good	Satisfactory	Not Satisfactory	Comments	Total
1	Eye checkup camp	78	18	4	2	100

When asked about the usefulness of the eye checkup camp78% expressed that the eye checkup camp was very useful to them. Since they belong to poor socio economic background they said they cannot afford eye checkup. Since the eye checkup camp organized by MAPS is free of cost they are able to diagnose their eye related problems and follow it up with treatment. Majority of them are old age people belonging to both the sex and their problems are cataract. Few reported of other eye related ailments. MAPS is organizing this programme in collaboration with Sankara Netharalaya. 18% said that they were satisfied with the eye checkup camp. Only 4% said that they were not satisfied with the eye checkup camp   and 2%

had no comments to make. Many of them had undergone cataract operation. The cataract operation is being done by Sankara Netharalaya Eye Hospital with which MAPS has signed an MOU. After the cataract operation spectacles are being given to the patients free of cost. Therefore, the beneficiaries are all happy and they praise MAPS for this particular programme. All the patients who had cataract operations done on them expressed that after the operation their eye is much better.

Chart. 3. 13 Medicines and follow up actions
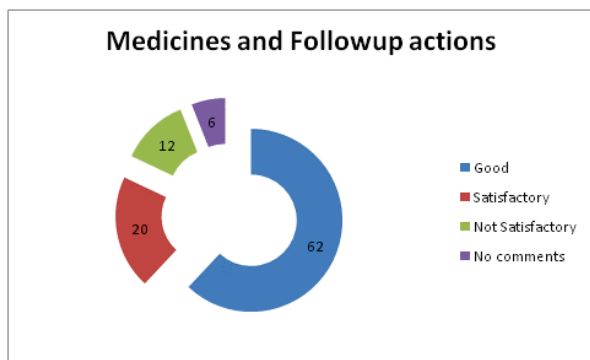
In both the cases of general medical checkup and eye checkup MAPS follows it up with distribution of medicines. In the case of cataract operations spectacles are given free of cost. Asked about their opinion in this regard 62% of the beneficiaries said that the follow up actions and medicine given to them are very useful. Otherwise they say that it will be of no use in just diagnosing the problem. 20% are just satisfied and 12% are not satisfied because after general medical checkup MAPS is not following it up with treatment in case of
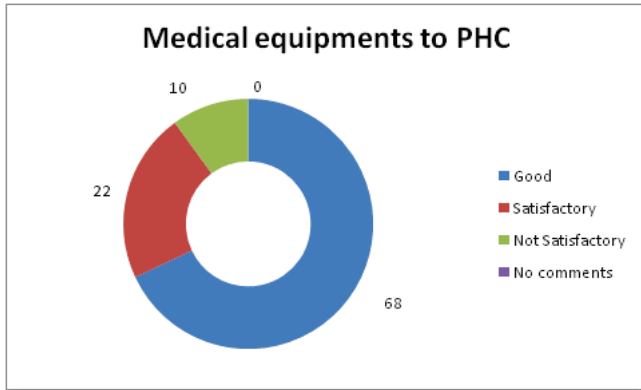
major problems like cardiac, kidney, liver, etc. However, MAPS says that treatment after genera medical checkup would be a costly affair and they cannot afford this at this stage.

Chart. 3. 14 Supply of Aids and Appliances
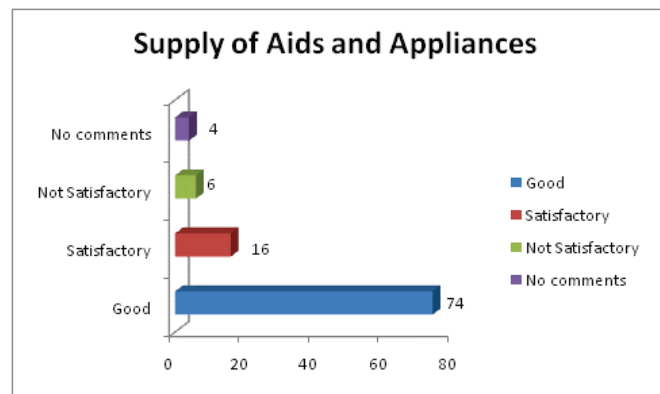
Maps conducts assessment camp for differentially abled person every year to assess the level of disability and   provides them with suitable aids and appliances which will enable them to come over their handicap. In this regard an organization from Bangaluru called MS. ALIMCO is helping MAPS. The differentially persons are assessed by the doctors of Ms.ALIMCO which recommends the aids and appliances needed by the differentially abled person. MAPS purchases them caliper and tricycles.

Chart. 3. 15 Medical Equipment to Primary Health Centres

Medical equipments to PHC

S.No	Scheme	Good	Satisfactory	Not Satisfactory	Comments	Total
1	Indian Household Toilets	66	24	8	2	100

MAPS has adopted 2 Primary Health Centres. SADARAS Primary Health Centre has been provided with 15 beds, Solar Panel, Batteries, etc. 68% of the medical workers in SADRAS PHC expressed that the amenities provided by MAPS are very helpful to the PHC. In fact, the PHC was not having sufficient beds to accommodate the patients. Hence, patients were sleeping on ground with mat. With the supply of beds from MAPS now they are able to accommodate enough number of patients. The major problem that PHC had been interrupted power supply which caused inconvenience to patients. Now that MAPS has provided PHC with a solar panel which has ensured uninterrupted power supply. Now the PHC is guaranteed with twenty four hours power supply. 22% are satisfied with the amenities provided by MAPS. Only 10% are not satisfied with amenities provided by MAPS and they say that the PHC needs many more amenities which MAPS can provide. However, they expressed their concern for the PHC.

Table. 3. 2 Household Toilets

In India a sizable section of people cannot afford toilets and hence they defecate in the open which is a serious issue relating to hygiene. Particularly it is more so in the rural areas. It is true of areas around Kalpakkam wherein MAPS is located. Besides, the females find it very odd to defecate in the open. Realising the importance of this delicate issue MAPS has so for constructed 200 toilets in four villages. When asked about the opinion of the beneficiaries 66% said it is wonderful and timely programme which MAPS has thought of. They said it is very useful amenity to them and they are highly thankful to MAPS. 24% said that they are satisfied. However, they said maintenance is a problem. 8% said that they are not satisfied because it is a low cost construction and feel that MAPS could have spent a little more on the construction of toilets. 2% did not comment at all.

Thus, MAPS has launched several health programmes in order to improve the health status of people in the neighbourhood.

General medical camps, eye checkup camps, cataract operations, issue of spectacles, follow up action programmes, supply of medicine, assessment camp for physically challenged and supply of aids and appliances, toilets for villages and purified drinking water for school children have all resulted in increasing the health status of people in the neighbourhood. The people in the neighborhood are highly appreciative of the yeoman service rendered by MAPS.

To conclude the hypothesis that "the health programmes of MAPS have developed the health status of people in the neighbourhood" is proved correct.

3. Infrastructural Development

MAPS has provided several infrastructural facilities for the people who live in the neighbourhood. On the basis of need assessed by the NGO the MAPS has formulated a number schemes for the benefit of the people of neighbourhood. The villages in the neighbourhood expressed their need for water, roads, bridges, bus shelter. Realizing the need and importance of these basic infrastructure MAPS has constructed these facilities.

In order to collect primary data relating to the Infrastructural facilities provided by MAPS 50 villagers were contacted in five villages. A questionnaire was given to them. An interview schedule was framed in order to interview

Mr.Suresh, Coordinator of CSR of MAPS. The researcher personally visited many villages to observe the infrastructural facilities created by MAPS for the people in the neighbourhood and their use.

Water has become a scarce commodity these days. Particularly during summer people all over Tamil Nadu are confronted with the problem of water scarcity. Areas around Kalpakkam is not an exception. The villages around Kalpakkam face water shortage despite the fact that these villages are located very close to Palaar. However, it is very difficult to find water in Palaar. Last December due to unprecedented rains in Tamil Nadu Palaar had plenty of water.

In order address the water problem of this area MAPS has constructed two overhead water tanks so far which supplies water to so many villages. A number of villages have benefitted out of this water project of MAPS.

Chart. 3. 16 Overhead Water Tanks
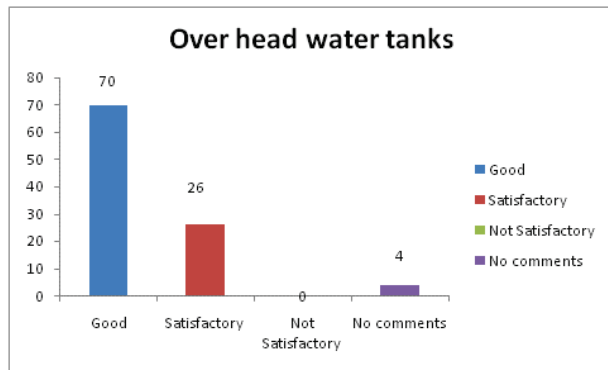
When asked about the use of overhead tanks in their village 70% of the beneficiaries said the project has helped thousands of people in getting drinking water. They said it is an excellent scheme of MAPS. 26% said they are satisfied with the water scheme. However, they said the quantum of water they get during summer is not enough. None of them said the scheme has not benefitted. Only 4% said they have no comments make.

Chart. 3. 17 Water Tanks
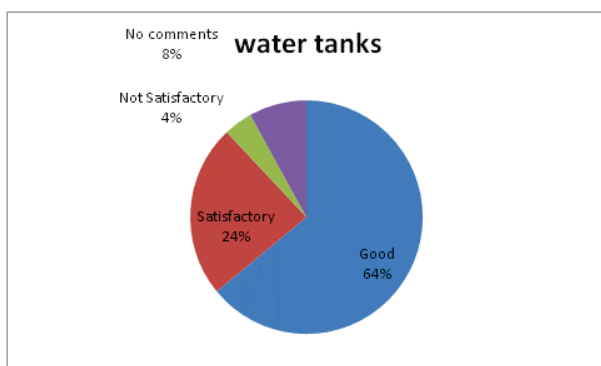
The people in Vengampakkam village requested MAPS to renovate their water tank which was in a bad shape. It is a huge water tank where the stones had disintegrated. MAPS

took up the renovation work of the water tank and completed it. A well is located in the middle of the water tank and is surrounded by water. Hence people do not have access to the well. MAPS has constructed three filtering units on the bank bund which is connected to the well. The water from the well is filtered through the filters and supplied to the people. 64% of the villagers expressed their opinion that the water tank has benefitted the village community. They said that they are getting enough clean treated water from the well. 24% said that they are satisfied with the water tank. However, they said during summer time not enough water is available. 4% said that they are not satisfied with this project as they are not allowed to use the water tank for any other use. 8% said they don't want to talk about this. Thus, majority of the people in the village have benefitted from this project as they are getting clean treated water.

Chart. 3. 18 Bore Wells
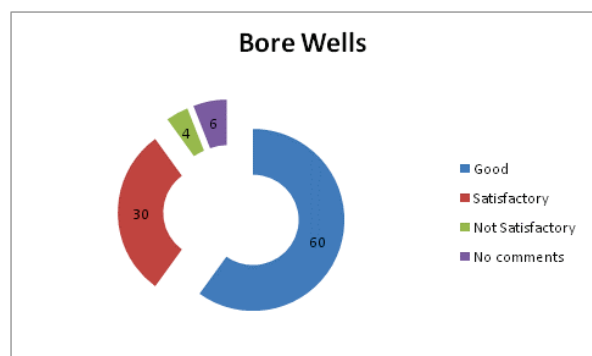
MAPS has also dug up bore wells for those villages which do not have any source of

water. In almost all the adopted villages it has dug up bore wells for the use of local community. 60% of the respondents said that they were walking miles for water earlier and water was a scarce commodity in their villages. Now that the MAPS put up bore wells they are getting enough drinking water in their places itself which has put an end to their hardship. 30% said they are satisfied with the bore wells. However, they said if water tanks are provided near the bore wells water could be stored and at any point of time people could collect water from it. Now that they are using hand pumps which need to be replaced by motor pump connected to water tank. 4% expressed their dissatisfaction as the bore wells are connected to hand pumps which require them to pump the water. They said the elderly people are unable to draw water. 6% said they have no comments to make. Thus majority of the respondents express that the bore wells dug up by MAPS has put an end to the problem of water scarcity in their villages.

MAPS has put up water taps in a number of places in their adopted villages. Water is stored from hugh wells on to overhead water tanks. From the overhead water tanks the water points put up at distant places are connected through water pipes. Thus water is taken to inaccessible areas by the work of MAPS. 58% of the respondents expressed that the water pipes connecting overhead tanks to distant water delivery points brought water to inaccessible areas too. But for this strategy adopted by MAPS the remote areas which were suffering from lack of water they will not be getting enough water and hence people living in the remote areas are very happy. 28% said they are happy with the water delivery points at their places itself. However, they said as they are placed at the fag end of the water lines they are unable to get enough water for their needs. 8% said that they are not at all happy because they have been ignored and there is no water delivery points at their places. 6% said they have no comments make.
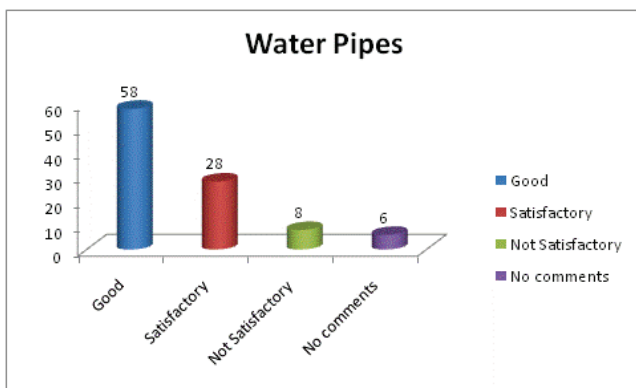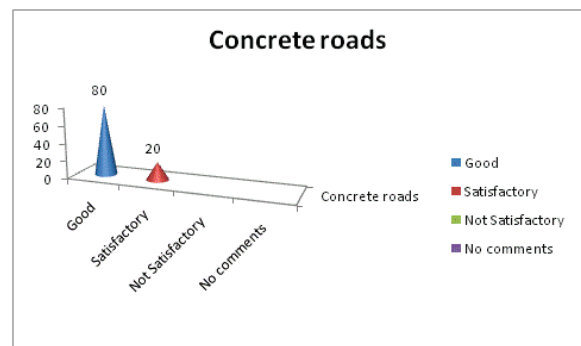
Chart. 3. 19 Water Pipes

Chart. 3. 20 Concrete Roads

MAPS has laid concrete roads in many places and the one that they have laid at Puthu Kalpakkam is worth mentioning. It is a 500 meter concrete road which was built on public demand. It is in a residential area which is being used by atleast 7000 residents in and around that area. Earlier this particular road was completely broken and residents had a tough time travelling on this road. As a result of constant pressure on MAPS it has constructed this cement concrete road. 80% of the residents of this area said that this particular concrete road has facilitated their mobility very easy. They said this is the only concrete road in that particular area. 20% said that they are satisfied with this road. However, this group said that the road could have been lengthened upto one kilo meter. Thus all of them are of the view that the concrete road provided by MAPS is much useful.

MAPS has constructed a small bridge connecting two residential areas in SADRAS which were cut of due to a canal running between them. The residents of these two areas in SADRAS requested MAPS to get this work done for them. Heading to their request MAPS constructed a small bridge. 76% of the residents in SADRAS area said that this particular bridge has established connectivity between two areas. They are too happy that the bridge has reduced their travelling distance and time. 24% said that they are satisfied with this bridge. However, they said that this bridge is a narrow one and suggest that MAPS could have spent more and constructed a wider bridge so that vehicular movements would have been easy. 2% said that they are not satisfied with the bridge as there is too much of traffic congestion on this road. 8% did not want to comment this project. Thus, majority of the residents expressed that the construction of this bridge has helped the mobility of thousands' of people in SADRAS area.
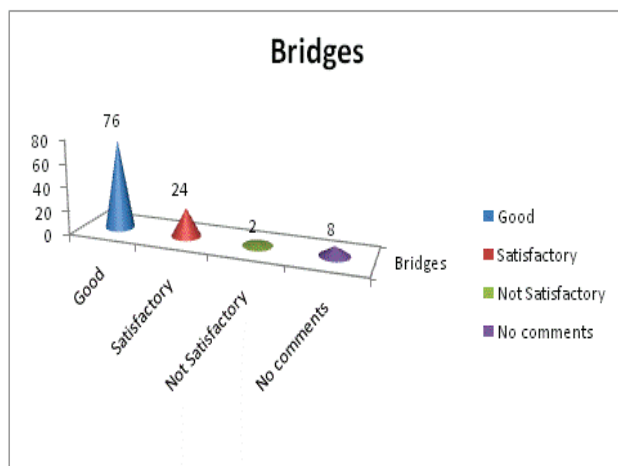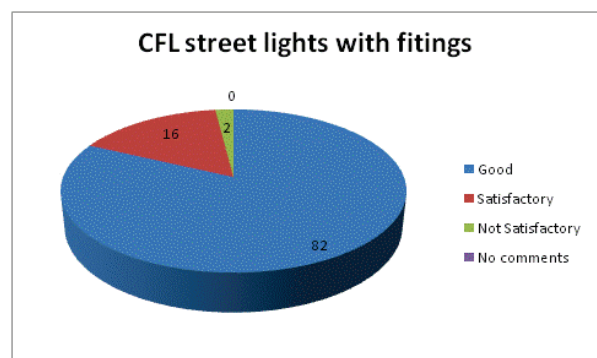
Chart. 3. 21 Bridges

Chart. 3. 22 CFL Street Lights

MAPS on request from villages in the neighbourhood has provided them with thousands of CFL street lights. The villages which do not have adequate lighting facilities request MAPS for lights. Generally when there are no street lights in a village people hesitate to go out during nights due to security reasons. Besides, people's movement is also not possible. Such a scenario provides scope for crime. Realising the importance and need of this facility MAPS has supplied thousands of CFL street light to all most all the villages it has adopted. 82% of the residents expressed that the lighting facilities rendered by MAPS has helped the villagers immensely. They said the women are now able to move around freely and the crime has come down because of the lighting facility. 16% said that they are satisfied with this help. However, they said the help rendered by MAPS is very much limited. 2% said that the provision rendered by MAPS is inadequate and in their opinion the MAPS could do much more. Thus, majority of the residents expressed that MAPS' help in this area is commendable and ensure security to the villagers.

MAPS has constructed 2 bus shelters at SADRAS and Kalpakkam based on the request from the general public. People have been standing on road waiting for buses. Particularly elderly people, women, children and physically challenged find it difficult to stand on road waiting for buses which come after long gaps. There was a request from the general public for bus stands which was taken up very seriously by MAPS. So far it has constructed 2 bus shelters. 90% of the residents expressed that they have benefitted from this scheme of MASPS. 6% said that they are satisfied with the project of MAPS. However, they feel that MAPS could construct more number of bus shelters. 4% said that they are not satisfied as they are not provided with bus shelter in their areas. Thus majority of the residents are of the opinion that the bus shelters have benefitted the people in their area.

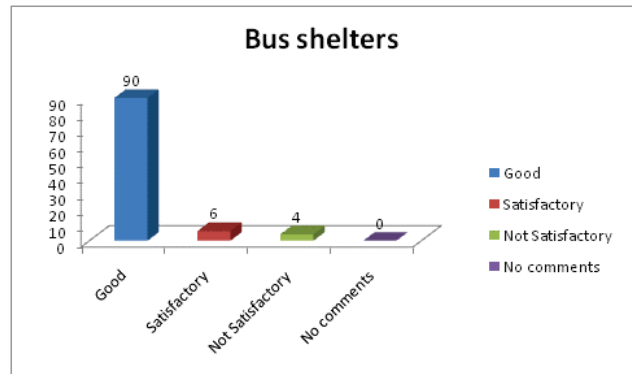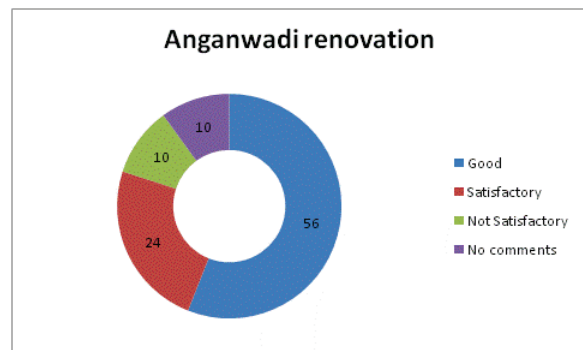**Chart. 3. 23 Bus Shelter**

Chart. 3. 23 Anganwadi Renovation

Anganwadi is a day care facility available for small children. Generally children belonging to poor socio-economic background are found here and by and large Anganwadis are not being maintained properly. MAPShas helped in renovating a poorly maintained Anganwadi at SADRAS. Now it wears a new look and the inmates are happy. 56% of the parents who send their children to Anganwadi are happy that the renovated Anganwadi is providing a better environment to their children. 24% said that they are satisfied with the renovation. However, they said the facilities at the Anganwady is inadequate and feel that MAPS could lend a helping hand in equipping it. 10% is not satisfied because they feel they feel that the renovation has in way improved the standard of Anganwadi. They said the Anganwadi is a very small place to accommodate a large number and the facilities available are insufficient. Thus the renovation of Anganwadi has enabled the children with a better environment. As child care is an important area it has helped an Anganwadi in its renovation.

Thus MAPS has been evincing keen interest in addressing the lack of basic infrastructural facilities of the people in the neighbourhood. It has taken up the issue of water crisis in this area and addressed the issue as far as possible to the utmost satisfaction of the people. It has laid new roads and bridge in order to facilitate easy mobility of the people. It has provided street lights in order to ensure security and mobility of people. It has provided bus shelters where it is of at most importance. It has renovated an Anganwadi in order to address the issue of child care.

To conclude the hypothesis that "the infrastructural programmes of MAPS have addressed the basic infrastructural issues of people in the neighbourhood" is proved correct.

CHAPTER - V

CONCLUSION

Corporate Social Responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." The aim is to increase long-term profits through positive public relations, high ethical standards to reduce business and legal risk, and shareholder trust by taking responsibility for corporate actions.

CSR is the latest management fad that has permeated field of managing organizations. The concept of CSR has acquired such significance that today it is strategically driven, operationally designed and tactically practiced in global business environment. The constant debate and pressures has prompted some organizations to introduce ethical codes of conduct and engage society through social endeavors beyond organization's economic interest. However, the concept of CSR seems to be slow, unsustainable and at its nascent stage of development. CSR encompasses those responsibilities that multinational companies and other national and international business concerns owes towards the society they operate around. The responsibility calls for the role they are morally and ethically obliged to play in reducing some of the inequalities between rich and poor, down trodden and the elite classes, privileged and the marginalized groups so on and so forth.

The Nuclear Power Corporation of India Limited (NPCIL) at Kalpakkam has been involved in the development of people in the neighbourhood. The researcher has made a humble attempt to evaluate the impact of CSR by the Madras Atomic Power Station of Nuclear Power Corporation of India Limited (NPCIL) on the people of its neighbourhood.

Nuclear power Corporation of India Limited believes in integrating its business values and operations to meet the expectations of all its stakeholders. NPCIL has been carrying out many social welfare activities since the inception of nuclear power in the country. Many social welfare programmes have been taken up in the past for the benefit of community around the nuclear power station. Recently the corporate social responsibility has been taken up in a focused way and has been integrated with business plan of the company. Under CSR, NPCIL has identified the three thrust areas

namely education, health, infrastructure and skill development activities. Various programmes like aids to schools, construction of school buildings, Anganwadis, medical camps, drinking water facilities, community halls, street lights, approach roads, bus stop shelters, skill development activities etc., are undertaken in the neighborhood.

The researcher has made a sincere attempt to examine the implementation of CSR programmes in the field. The researcher has collected enough primary data by formulating questionnaires for different samples, interview schedule for officials involved in the formulation, implementation and monitoring of the CSR programmes. The researcher also visited the field and observed the implementation of CSR programmes and the development it has brought about among the people of the neighbourhood.

The study has found out that MAPS has identified 17 government schools in the neighbourhood within the radius of 16 km and has been formulating and implementing a wide range of educational programmes which has equipped the schools with basic amenities. It has constructed school buildings, additional blocks, compound walls, toilets, cycle stands, roads inside schools, science laboratories, computer laboratories, scientific instruments, exercise note books, model question bank for tenth, plus 2 students, water purifiers and teachers. Its programmes have certainly improved the quality of education imparted to students and has had desired impact on the students. It has encouraged and motivated not only the teacher community but also students to put in their best efforts in order to bring out the best in them. In order to encourage and motivate the teaching community in the neighbourhood areas the MAPS has organized a special function to recognize the service rendered by them and honoured them with gifts. This in fact has had a positive impact on the teaching community. Therefore, the first hypothesis that "the educational programmes of MAPS have improved the educational amenities of neighbourhood schools and thereby improved the quality of education" is proved correct.

In order to achieve empowerment among men and women MAPS has introduced many skill development programmes. For the economic empowerment of women MAPS has introduced tailoring and handicrafts training. Both the programmes have helped women generate income and support their families. In the case of tailoring after the completion of training the beneficiaries are provided with a sewing machine which enables them to generate income. Tailoring fetches more income than handicrafts as the market for handicraft product is less. MAPS has introduced computer training for school dropout students who in turn have managed to find jobs mostly in

city. For the welfare of fishermen MAPS has introduced artificial reef scheme which in turn has increased fish population in the sea. As a result the fish catch has increased these days resulting in higher income for fishermen. The multi-purpose hall which been constructed by MAPS on the sea shore for the fishermen has facilitated fish landing. Besides, they are able to repair and store their nets. The ice plant which has been constructed by MAPS has helped fishermen in getting ice which they require for preserving fish catch at nominal rate at their door step. Thus a number of skill development programmes introduced by MAPS has really resulted in developing skill sets in the groups for which it has introduced and helped them in generating income to support their families.

Therefore, the second hypothesis that "the skill development programmes of MAPS have developed the skills of women, dropout students, fishermen and enabled them to generate income" is proved correct.

MAPS has launched several health programmes in order to improve the health status of people in the neighbourhood. General medical camps, eye checkup camps, cataract operations, issue of spectacles, follow up action programmes, supply of medicine, assessment camp for physically challenged and supply of aids and appliances, toilets for villages and purified drinking water for school children have all resulted in increasing the health status of people in the neighbourhood. The people in the neighborhood are highly appreciative of the yeoman service rendered by MAPS. Therefore, the third hypothesis that "the health programmes of MAPS have developed the health status of people in the neighbourhood" is proved correct.

MAPS has been evincing keen interest in addressing the lack of basic infrastructural facilities of the people in the neighbourhood. It has taken up the issue of water crisis in this area and addressed the issue as far as possible to the utmost satisfaction of the people. It has laid new roads and bridge in order to facilitate easy mobility of the people. It has provided street lights in order to ensure security and mobility of people. It has provided bus shelters where it is of at most importance. It has renovated an Anganwadi in order to address the issue of child care.

Therefore, the last hypothesis that "the infrastructural programmes of MAPS have addressed the basic infrastructural issues of people in the neighbourhood" is proved correct.

Thus all the hypotheses formulated for verification on the field with evidence has been proved correct. An overall analysis of CSR activities of MAPS reveal that it has taken up the subject of CSR very seriously and tried to implement it with vigour. It has identified and selected a few critical and very basic areas for

development on a priority basis. It has given at most priority to education, skill development, health and infrastructural development. Before embarking on fields work it has done enough surveys with the help of NGOs to assess the local needs. With the help of surveys it has selected critical and priority areas and tried to address them through its CSR. In its efforts to address key issues of the neighbourhood it has involved the help and support of NGOs who are experts in their own areas. It has identified genuine and experienced NGOs in the field of education, skill development, health and infrastructural development and involved them, where ever necessary, in addressing the issues. If we trace the history of CSR activities of MAPS over a period of time it has been expanding its commitment and role. The study reveals that the CSR activities of MAPS have had better impact on the people of the neighbourhood. It has brought about the desired development among the people and there by MAPS has succeeded in its CSR goal of promoting the socio economic status of the people in the neighbourhood. To end MAPS has done a yeoman service in the neighbourhood through its CSR. As a result the image of MAPS has gone up among the people of neighbourhood and MAPS has found a permanent place in the hearts of the people of neighbourhood.

As recommendation the researcher suggests the following for the better performance of the MAPS. At present MAPS has a criteria of helping villages within the radius of 16 kilo meters. However, villages on the fringe of sixteen kilo meters feel that the coverage area of MAPS has to be increased so that many more villages would also stand to benefit. Even among the villages covered there is a feeling among the people that it would be better if MAPS extents its help to many more schools. The fishermen feel that more artificial reef could be deployed for the benefit of fishermen in other fishing villages. As water is a scarce commodity particularly during summer more villages expect MAPS to expand its activity in this area so that more people would be covered. People also feel that MAPS need to introduce more skill development programmes to address the issue of unemployment in this area. As regards health measure people prefer mobile dispensary visiting atleast some main villages so that more number of people would benefit.

BIBLIOGRAPHY

REPORTS

- A Brief Report on MAPS Corporate Social Responsibility Activities during the year 2013-2014.

- Corporate Social Responsibility (CSR) & Sustainability, M. Santhanam DHAN Foundation.

- Guidelines on Corporate Social Responsibility and Sustainability for Central Public Sector Enterprises (These shall come into effect on 1st April 2013).

- Skill Development & Entrepreneurship, M. Santhanam Programme Leader DHAN Foundation.

BOOKS

1. Boel Kimberly .Cognitive structure of corporate social responsibility.1985.

2. Brammer, Jcakson & Matten. Corporate Social Responsibility and Institutional Theory: New Perspective on Private Governance 2012.

3. Corporate Social Responsibility: A Business Contribution to Sustainable Development: Official Publications of the European Communities, 2002.

4. Corporate Social Responsibility: Perceptions of Indian Business By Centre for Social Markets. Calcutta: Centre for Social Markets, 2001.

5. Gajare, R.S. A conceptual study of CSR development in India, 2014.

6. Gopala Krishna, C .Corporate Social Responsibility in India: A Study of Management Attitudes: Mittal Publications, 1992.

7. Patil D.B & D.D. Bhakkad, Redefining Management Practices and Marketing in Modern Age Dhule, India: Atharva Publications (p. 152-154), 2014.

8. Richard N. Farmer Corporate Social Responsibility, Walter Dickerson Hogue University of Michigan Digitized Aug 10, 2007.

9. William C. Frederick Corporation, be Good!: The Story of Corporate Social Responsibility : Dog Ear Publishing, 2006.

JOURNALS

1. A.McWilliams and D.Siegel," Corporate Social Responsibility and Finance Performance: Correlation or Misspecification?". Strategic Management Journal, May 2000.

2. H.Meyer," The Greening of corporate America", Journal of Business Strategy, February 2000.

3. M.V.Russo and P.A.Fouts ," Resource-based Perspective on Corporate Environmental Performance and profitability", Academy of Management Journal ,June1997.

4. P.Rechner and K.Rot ," Social responsibility and Financial Performance :A Structural Equation Methodology", International Journal of Management, December1990.

5. S.A.Waddock and S.B.Graves," The Corporate Social Performance – Financial Performance Link", Strategic Management Journal, April 1997.

WEBSITES

1. Chahoud, Dr. Tatjana; Johannes Emmerling; Dorothea Kolb; Iris Kubina; Gordon Repinski; Catarina Schläger (2007). "Corporate Social and Environmental Responsibility in India - Assessing the UN Global Compact's Role" (PDF).

2. "Implications of Companies Act, 2013 Corporate Social Responsibility" (PDF). Grant Thornton India LLP. Retrieved 7 March 2014.

3. Khanna, Parul; Gitika Gupta (January 2011). PARUL KHANNA Paper- _Corporate_Social_Responsibility-1[1.pdf "Status of Corporate Social Responsibility: In Indian Context"] Check |url= value (help) (PDF) **2** (1).

4. "Making Sense of Corporate Social Responsibility" (PDF). |first1= missing |last1= in Authors list (help)

5. Sathish, Ramya. "Corporate Social Responsibility in India - Putting Social-Economic Development on a Fast Track"

6. state of CSR in India&ei=hWSDTufLEILYrQeR7pyXDg&usg=AFQjCNGUyiBLgV0n1vNfFp0qXbEEHsuytw&cad=rja "Executive summary and recommendations: CSR in India-perspectives for business" Check |url= value (PDF). 1 May 2007. |first1= missing |last1= in Authors list

7. "The Flag Off of CSR Rules: India Inc.'s To-Do List for Compliance to Section-135". Forbes. 4 March 2014. Retrieved 7 March 2014.

8. "Understanding and Encouraging Corporate Responsibility in South Asia" (PDF). 2001.

9. .http://oecdwatch.org/about-oecd/guidelines

10. http://www.outlookindia.com/article/a-corps-new-clothes/295855

11. http://www.sebi.gov.in/cms/sebi_data/attach docs/1344915990072.pdf

12. http://www.sebi.gov.in/cms/sebi_data/attach docs/1368184343037.pdf

13. http://www.unglobalcompact.org/aboutth egc/thetenprinciples/index.html

14. http://www.unmillenniumproject.org/goals/index.html

15. http://www.un.org/millenniumgoals/bkgd.shtml

16. www.npcil.in touch lives

MADRAS CHRISTIAN COLLEGE (Autonomous)
Department of Public Administration

MADRAS ATOMIC POWER STATION AND ITS CORPORATE SOCIAL RESPONSIBILITY - A STUDY

QUESTIONNAIRE

Name of the School: .... **Zone:**........................

 Hr./Hi./Pr. School

1. Educational Activities:

SI.No	Program/ Scheme	Unit(s)
1	Additional class rooms	
2	School compound wall	
3	Renovation and painting of school buildings	
4	Toilets	
5	Computer room	
6	Computers	
7	Science labs	
8	School furniture repair	
9	School new furniture	
10	Teachers	
11	Computer training	

12	Notebooks	
13	Exercise note books	
14	Geometry boxes	
15	Model question banks	
16	Uniforms	
17	UV water purifier	
18	Snacks	
19	Fee sponsorship	

Beneficiary Response

Infrastructure & Teaching Aids:

1. Are you satisfied with the infrastructural facilities provided by MAPS?

   1. Yes 2. No 3. No comments

2. Are you satisfied with the Teaching Aids provided by MAPS?

   1. Yes 2. No 3. No comments

3. What is your impression about MAPS?

   1. Doing good service   2. Service is satisfactory   3. Not doing any service

4. Beneficiary Response:

Sl. No	Program/ Scheme	Good	Satisfactory	Not Satisfactory	No comments
1	Exercise note books				
2	Model question banks				
3	Snacks				
4	UV water purifier				

2.SKILL DEVELOPMENT ACTIVITIES:

Name of the Village :................................... Zone: ....

Sl. No	Program/ Scheme	Unit(s)/ Time
1	Tailoring and handicrafts training	
2	New sewing machines	
3	Computer training	
4	Artificial reef	
5	Multi purpose hall for fishermen	
6	Community ice plant	
7	Agricultural Technology Infusion	

Skill Development Activities:

1. How long did you undergo Tailoring? Days------- Months----

2. Did you get quality training? 1. Yes   2. No 3.No Comments

3. Did MAPS give you new Sewing Machine? 1. Yes   2. No

4. Are you able to generate income by tailoring? 1. Yes   2. No

5. How long did you undergo Handicrafts Training? Days------- Months--------

6. Are you able to generate income by Handicrafts? 1. Yes   2. No

7. How long did you undergo Computer Training? Days------- Months----

8. Did you get quality training? 1. Yes   2. No 3.No Comments

9. Did you get a job after the training? 1. Yes   2.No

10. Are you able to generate income because of Computer training? 1. Yes   2. No

11. Has the Artificial reef program resulted in Fish population growth?

    1. Very much   2. Better 3. Not much 4. Nil

12. Has the Artificial reef program increased your fish catch?

    1. Increased 2. Same level   3. Reduced catch

13. Has your income increased because of fish catch?

1.Very much 2. To a certain extent 3. Same level 4. Reduced

14. Are you using the Multi purpose hall for fishermen? 1. Yes   2.No

15. Has the Multi purpose hall benefitted you? !. Yes   2. No

16. Are you making use of the Ice Plant?   1.Yes 2. No

17. Has it benefitted you? 1. Yes   2. No

18. Have you availed Agricultural Technology infusion scheme? 1.Yes 2. No

19. If you have availed did it benefit you? 1.Yes   2. No

20. Beneficiary Response:

Sl. No	Program/ Scheme	Good	Satisfactory	Not Satisfactory	No comments
1	Tailoring and handicrafts training				
2	New sewing machines				
3	Computer training				
4	Artificial reef				
5	Multi purpose hall for fishermen				
6	Community ice plant				

3.Health Activities:

Name of the Village:.................................... Zone: ....

Sl. No	Program/ Scheme	Unit(s)/ Time
1	General Medical camps	
2	Eye check up camps	

3	Cataract operations	
4	Spectacles issued	
5	Medical consultancy	
6	Medicines & follow up actions	
7	Assessment camp for DAP	
8	Aids and appliances issued	
9	Medical equipments to PHC	
10	Indian Household toilets	

2. **Health Activities:**

1. Did you ever attend a General Medical Camp? 1. Yes   2. No

2. Did it benefit you? 1. Yes   2. No

3. Did you ever attend a Eye Check Up Camp? 1. Yes 2. No

4. Did it benefit you? 1. Yes   2. No

5. Did you ever undergo Cataract operation? 1. Yes   2. No

6. Did you get well after operation?   1. Yes   2. No

7. Did they provide you with a Spectacle? 1. Yes   2. No

8. Did it result in good eye sight now?   1.Yes   2. No

9. Have you been given any medicine? 1. Yes   2. No

10.   Did the medicine cure you? 1. Yes   2. No

11.   Were your physical disability assessed? 1. Yes   2. No

12.   Have you been given aid? 1. Yes   2. No

13.   Has it benefitted you? 1. Yes   2. No

4. Infrastructure Development Activities:

Name of the Village:................................... Zone: ....

Sl.No	Facilities	Unit(s)
1	Over Head water Tanks	
2	Water tanks	
3	Drinking water ponds	
4	Bore wells	
5	Water Pipes	
6	Concrete roads	
7	Bridges	
8	CFL Street lights with fittings	
9	Bus Shelters	
10	Anganwadi renovation	

4. Infrastructure Development Activities of MAPS:

Drinking Water Facility:

1.Did you have drinking water problem in your village?

    1. Yes 2. No 3. No comments

2.Are you getting good potable water arranged by MAPS now?

    1.Yes 2. No 3. No comments

3. Are you getting sufficient drinking water now?

    1. Yes 2. No 3. No comments

4.Has the drinking water problem of the village been solved by MAPS?

    1. Yes 2. No 3. No comments

Roads:

5.Did you suffer due to lack of road(s) in your village?

1. Yes 2. No 3. No comments

6.Did MAPS provide your village with a road?

1. Yes 2. No 3. No comments

7. Is the road being used by the villagers?

1. Yes 2. No 3. No comments

8.Has the road facilitated your travel easy now?

1. Yes 2. No 3. No comments

Bridge:

9.Did you suffer due to lack of bridge in your village?

1. Yes 2. No 3. No comments

10.Did MAPS provide your village with a bridge?

1. Yes 2. No 3. No comments

11.Is the bridge being used by the villagers?

1. Yes 2. No 3. No comments

12. Has the bridge benefitted your village?

Street Lights:

13. Did you suffer due to lack of street lights in your village?

1. Yes 2. No 3. No comments

15. Has MAPS provided your village with street Lights?

1. Yes 2. No 3. No comments

16. Do you find them sufficient enough?

1. Yes 2. No 3. No comments

17.Have the street Lights benefitted your village?

Bus Shelter:

18.Did you suffer due to lack of Bus Shelter in your village?
1. Yes 2. No 3. No comments

19. Has MAPS provide your village with a Bus Shelter?

    1. Yes 2. No 3. No comments

20. Is the Bus Shelter being used by the villager?

21. Has your village benefited due to the Bus Shelter?

    1. Yes 2. No 3. No comments

22. Are you satisfied with the infrastructural facilities provided by MAPS in your village?

      2. Yes 2. No 3. No comments

23 Beneficiary Response:

Sl. No	Facilities	Good	Satisfactory	Not Satisfactory	No comments
1	Over Head water Tanks				
2	Water tanks				
3	Drinking water ponds				
4	Bore wells				
5	Water Pipes				
6	Concrete roads				
7	Bridges				
8	CFL Street lights with fittings				
9	Bus Shelters				
10	Anganwadi renovation				

MADRAS ATOMIC POWER STATION AND ITS CORPORATE SOCIAL RESPONSIBILITY - A STUDY

INTERVIEW SCHEDULE

Name of the Person Interviewed :

1. What are the activities covered under CSR ?

2. What are the Programmes covered under educational activities ?

3. What are the Programmes covered under Skill development activities ?

4. What are the Programmes covered under health activities ?

5. What are the Programmes covered under Infrastructure activities ?

6. Express your opinion on implementation of Skill development activities ?

7. Express your opinion on implementation of health activities ?

8. Express your opinion on implementation of educational activities ?

9. Express your opinion on implementation of Infrastructure activities ?

10. Whether the programmes you have implemented are a success or failure ?

11. What are your future plans under CSR ?