ABSTRACT

The present papers provide the reports on the concept of CSR to understand the status and progress and initiatives taken by RIL in context to CSR policy framing and implementation to attain socio-economic and rural development in India. I tried to explain the concept of CSR in the Indian scenario, the social issues addressed by the Relate main objective of this article is to analyze the CSR activities carried out by RIL in rural part of India.

Keywords: Corporate Social Responsibility; Private Sectors; Community Development; Corporates

INTRODUCTION

Like other public sector companies that fulfill the legal provisions as laid down in the companies Act, 2013, giant companies such as Tata motors, NTPC, ITC, BHEL etc. Reliance India limited is also taken initiative in the area of corporate social responsibility particularly in the rural section of the India. The rationality behind the concept of corporate social responsibility is logical because corporate are the most important elements of the society and since these business entities generates revenues from the society itself and this we all know that society is made from the common people therefore as far as companies various stakeholders are concern general public or society are also interested towards the success, growth and expansion. hence, corporates must take favorable action for the growth and development of common people at large.

The entire study is structured as follows part one emphasizes on the concept of corporate social responsibility and part two discusses on the role and importance of Reliance Industries Limited in the area of corporate social responsibility in the rural section of the India. Part three analyses on the substantial contribution done by Reliance Industries Limited and part four is a concluding remarks.

OBJECTIVE OF THE STUDY

1. The primary objective is to understand the concept of CSR initiative taken by RIL.
2. To examine the role of RIL for socio-economic and rural development in India.

DATA AND METHODOLOGY

This study is primarily qualitative in nature and do not uses any quantitative tool to analyses the data. Secondary data have been used for the study. Various journals, articles, websites, annual reports, books, newspapers and magazine have been used to assess information.

Defining Corporate Social Responsibility

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large, (Mallenbaker, 2014)
EU Definition of CSR: "A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis."

Mallenbaker Definition: "CSR is about how companies manage the business processes to produce an overall positive impact on society"

The World Business Council for Sustainable Development (WBCSD): "Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large"

CSR as Per New Indian Companies Act 2013

Under Section 135, the new Companies act 2013 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 should mandatorily contribution would have to be at least 2% of the average net profit net profits made during the three immediately preceding financial years on CSR activities. The rules came into effect from 1 April 2014.

Profile of RIL

Reliance Industries Limited is one of the reputed and recognized public sector companies in India. The Reliance Group, founded by Shri Dhirubhai H. Ambani, is India's largest public sector enterprise, with businesses primarily engaged in the energy and materials value chain. Reliance Industries Limited is one of the Fortune Global 500 company and ranked 117th amongst the world's Top 200 companies in terms of profits, (Source: http://www.rinfra.com)

CSR Initiative Taken By RIL: RIL's contribution to the community are in areas of health, education, infrastructure development (drinking water, improving village infrastructure, construction of schools etc.), environment (effluent treatment, tree plantation, treatment of hazardous waste), relief and assistance in the event of a natural disaster, and miscellaneous activities such as contribution to other social development organisations etc. RIL's CSR teams across its manufacturing divisions interact with the neighboring community on regular basis. The following are some of the areas focused as CSR projects by RIL.

1. Education
2. Community Health Care
3. Environment initiatives for the community
4. Livelihood Support Programmes
5. Infrastructure Development
6. Drishti
7. Improving quality of agricultural produce.

Education: A network of nine schools caters to 13,251 students spread across geographies in India. Education sector is one of the most important part of our social development programme for the purpose of creating social capital, human capital and producing intellectual community for the growth and development of community. That is why in this regard as well RIL limited given emphasis for developing and advancement of education and to promote educational activities in the societies.

Community Health Care: RIL has done tremendous job for the establishment of community medical center in the local area to provide medical assistance to the needy and ensuring comprehensive health services package which is preventive, promotive and curative health care services to the community from neighboring villages.
Initiative taken for environmental protection: In order to ensure the cleanliness in the society a zero garbage campaign has been introduced in the community by Reliance Township under waste management system. That given positive message among the local residents and especially among the young people since India is recognised as the largest young population near about 35% of total population. Therefore it becomes very significant that now people are aware relating to the cleanliness programme. RIL organised programmes of industrial, academic, historical and environmental importance such as Chemical Industry-2020 Vision and Action at Ankleshwar; Global Bird Watchers Conference at Jamnagar; Van Mahotsav- 2010 at Palitana; International Conference on Global Warming at Gujarat Vidyapeeth; Conference on Synergy with Energy; Conference on Gujarat’s Maritime History by Darshak Itihas Nidhi. Further, tree plantation activities were organised at many locations. Awareness of cleaner, greener environment and global warming issues are made at schools and also to villages from the surrounding region.

Supporting programmes for livelihood activities: RIL limited with the mutual collaboration of Self Help Group launched some extraordinary series of activities have been taken to generate employment opportunities in rural part of the country especially for the women empowerment, which is good initiative taken by RIL Limited in the society. No doubt in saying that such effort is a matter of great pride because people are getting benefit from such programmes that support their livelihood.

Development of community infrastructure: In FY 2010-11, RIL initiated several village infrastructure development projects such as construction and renovation of community halls, burial ground and school compound wall in Gadhimoga Panchayat. RIL promoted Organic Aqua culture with the technical guidance of National Center for Sustainable Aqua culture (a sister concern of MPEDA). The following are some of the infrastructure development projects under taken by RIL.

- Safe drinking water to communities.
- Water storage structures.
- Construction of community centers.
- Construction of Roads.

Drishti: A unique joint initiative of RIL and National Association of Blind, Project Drishti has undertaken over 9,000 free corneal graft surgeries for the visually challenged Indians from the underprivileged segment of the society. It is the largest corneal grafting surgery project enabled by a single corporate entity in India. The initiative to combat TB, HIV / AIDS is a unique public private partnership program between the Government, NGOs, several agencies and RIL. It extends from creating awareness to providing care, support and treatment including free of cost.

Improving Quality of Agricultural Produce: RIL limited has done tremendous job for the welfare of the farmer by introducing sophisticated technology for farming related activities in the agricultural sector in rural part of India. In addition to this RIL also adopted extensively advanced farming techniques using plastic to enhance and exhale the productivity and quality of agribased product. Further initiative has been taken in this regard in terms of transformation system through proper logistics facility.

CONCLUSION

The present day corporate sectors are highly influenced by CSR activities not only to provide some things back to the society but also it brings reputation of the corporate sector must spend at least – 2% of the average net profit net profits made during the three immediately preceding financial years on CSR activities. In this mandatory requirement, companies us liberally spending money for social activates. RIL is private sectors undertaking which concentrates more on CSR activities through various activates. CSR initiatives being implemented by the RIL for rural development have a positive impact in overall development of society and their business. Therefore as a concluding remarks i can say that the concept of corporate social responsibility is entirely an ethical practices made by the
companies as their philanthropic approach. There is a great requirement of such initiative which is taken by reliance industries limited particularly in rural section of our country.

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