



Review Article

A Study on Corporate Social Responsibility Initiatives of Durgapur Steel Plant with Special Reference to Educational Aspect: An Exploratory Understanding

Dr. Sudeshna Saha¹ and Sneha Banerjee²

¹Assistant Professor, Department of Social Work, Visva-Bharati, Sriniketan, West Bengal, India.

²Research Scholar, Department of Social Work, Visva-Bharati, Sriniketan, West Bengal, India.

Email: sudeshnasaha1@gmail.com, 06686412002@visva-bharati.ac.in

ABSTRACT: *Concern over how industry operations affect the environment and society is spreading across the globe. Businesses require social returns in addition to financial ones. CSR is a crucial endeavour that all major corporations engage in to enhance society and ensure their own sustainability; one such is SAIL, a Maharatna company. Industry involvement is an essential factor in the realization of quality education, it ensures that students' and teachers' competencies align with what is required by the times. The article explores the various measures by SAIL to improve the education system and its impact on the Indian education sector.*

KEYWORDS: *CSR and Education, DSP Intervention, Parental Role, Educational Infrastructure.*

INTRODUCTION

Development is needed but it should not destroy the goodness of nature and the society and it also shows that development cannot be attained without information dissemination, imparting education to children, women and adult, providing skills development programs to youth and women, providing healthcare facilities, helping in construction of small and village enterprises, conservation of nature, creating opportunities for women empowerment, etc. It is the responsibility of both the government as well as the private sector to develop the nation by maintaining its nature and society and to look after the development of children, women, and youths and to provide care and help to the differently able and elderly people. So, a government or private sector can indulge itself in the Corporate Social Responsibility to attain societal improvement and development of nations.

According to World Business Council for Sustainable Development “Corporate Social Responsibility (CSR) 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.” “Social responsibilities refer to the obligation (of businessmen) to pursue those policies, to make those decisions, or to follow those lines of action which are desirable, in terms of objectives and values of society.” —Howard R. Bowen.

It the continuous dedication by corporations towards the economic and social development of communities in which they operate. It is the moral obligation to do something for the betterment of others without expecting anything in return. The basic objective of CSR is to maximize the company's overall impact on the society and stakeholders while considering environment and overall sustainability. The concept of CSR rests on the policy of Give and Take. Company takes resources in the form of human resources form the society. Performing CSR activity is giving something back to the society.

About Steel Authority of India Limited (SAIL)

The biggest manufacturer of steel in India is Steel Authority of India Limited (SAIL). SAIL is one of the prominent "Maharatna" public sector organisations. Five integrated plants run by SAIL—Bhilai Steel Plant, Durgapur Steel Plant, Rourkela Steel Plant, Bokaro Steel Plant, and IISCO Steel Plant—as well as three special steel plants—Salem Steel Plant, Alloy Steel Plant, and Visveswaraya Iron & Steel Plant—produce iron and steel. These plants are primarily found in India's eastern and central regions and are close to domestic raw material sources. SAIL produces and markets a variety of steel goods. Out of all the domestic steel companies, SAIL has the most extensive marketing network. The vital responsibility of carrying out the marketing activity is taken care of by SAIL's own Central Marketing Organization (CMO) that transacts business through its 37 Branch Sales Offices (BSOs), 10 Customer Contact Offices (CCOs), 25 Departmental Warehouses and 22 Functional Consignment Agency Yards.

The company's goal is to conduct business in a way that benefits the communities in which it operates in social, environmental, and economic dimensions in addition to the business of making steel. The socio-economic goals of SAIL are reflected in their guiding principles, which include a dedication to upholding the highest ethical standards in corporate activity and recognising the chance and duty "to make a meaningful difference in people's lives". SAIL's care for people is a reflection of the organization's commitment to society as a whole, which it works to accomplish through a variety of programmes and activities that fall under the umbrella of corporate social responsibility (CSR). For SAIL, CSR has been an integral part of its operations ever since the inception of its production units in remote locations of the country since the early 1950s.

The scope of SAIL's CSR participation would follow the guidelines established by Schedule VII of the Company's Act 2013. SAIL's sustainability framework handles issues related to community, health, safety, and the environment throughout its operations. The operating model of SAIL is supported by a sustainable development policy, which aids in the framework's implementation and encourages systemic accountability. SAIL's sustainability achievements are the result of the dedication and commitment of its people. The employees are assigned their roles and responsibilities according to the mission and vision of the company. A constructive engagement with stakeholders is attained due to the sense of social responsibility. The Company's inclusive competitiveness relies on its ability to build long term, mutually beneficial relationships with its customers. The Company also keeps collaboration with its suppliers to improve the quality of its products. The Company takes up well designed community initiatives as a commitment in sharing its benefits with the community people.

About Durgapur Steel Plant (D.S.P)

One of Steel Authority of India Limited's (SAIL) integrated steel mills, Durgapur Steel Plant is situated in Durgapur, in the eastern Indian state of West Bengal. It has historically had a significant impact on India's industrial growth. In the late 1950s, it was established. Early in

the 1990s, the factory underwent a significant renovation programme that brought about a number of technological advancements and increased its capacity. The quality management system according to ISO 9001: 2000 applies to the entire plant.

SAIL is cognizant of its commercial operations' direct and indirect effects on society. To show its dedication to sustainable development and to serve the interests of its stakeholders, the Company works to integrate its corporate values and activities in an ethical and transparent manner. To have a beneficial impact on society, the company is dedicated to constantly improving its economic, environmental, and social practises (Corporate Attachment SAIL, 2016).

D.S.P. has made significant contributions over the years to the economic, social, and environmental growth of the areas in which it operates. The CSR initiatives of D.S.P are carried out in the steel townships and other nearby areas in the fields of education, medical and health care facilities, vocational training and livelihood generation, environment sustainability, access to water facilities, environment conservation, women empowerment, promotion of sports, art and culture, creation of model villages, etc. The region's small-scale enterprises are being supported and developed in large part because to the Durgapur Steel Plant.

THEORETICAL PERSPECTIVE

Stakeholder's Theory

In 1984 Edward Freeman came up with the Stakeholder's theory. In his book 'Strategic Management: A stakeholder's approach' wrote about different groups those are stakeholders of a company (<http://stakeholdertheory.org/about/>). Stakeholder's theory puts emphasis upon the relationship between a business and its customers, suppliers, investors, employees, communities, government. The theory puts forward that a business is responsible not only to shareholders but also stakeholders (<http://stakeholdertheory.org/about/>). The aim of stakeholder's theory is to manage a turbulent situation of an organization in a complex way (Harrison et.al, 2015). The stakeholder theory is concerned with different stakeholders like customer, public, employees, government, beneficiaries. Among which beneficiaries are one of the important stakeholders so the article looks into it. Just as in the stakeholder theory, where one studied about the primary and secondary stakeholders, in the given research, children and parents are considered to be the primary stakeholders of the given industries under study, so the researcher tried to analyse, how through the various CSR based activities regarding children's education are been guaranteed to them.

The Triple bottom line

Businesses should consider their social and environmental effects along with their financial success rather than focusing exclusively on making a profit. The "three Ps" of The Triple bottom line are: profit, people, and the planet.

- **People:** Include the organization's effect on the welfare of people, including both employees and the community, and deal with issues like women's empowerment and educational support. The social aspect is what it is.
- **Planet:** Large firms have produced an astounding quantity of environmental pollution since the start of the Industrial Revolution, which has been a major contributor to climate change. The environmental component.

- Profit: A company's success is most strongly correlated with its financial performance, or the profit it makes. It is a component of business's economics (Correia, 2019).

Profit, people and planet are the key areas a company can look into, therefore the article emphasized upon the triple bottom line theory.

HISTORY AND PHASES OF EVOLUTION OF CSR IN INDIA

The notion that businesses have a duty to contribute to society is not a new one. In truth, the business's concern for society can be traced back several centuries (Carroll,2008). However, it wasn't until the 1930s and 1940s that the function of executives and the social performance of corporations started to appear in literature (Carroll,1999) and authors started talking about what the precise social duties of enterprises were. The concept of corporate social responsibility (CSR) altered along with the society expectations for company behaviour in the ensuing decades.

India has a long tradition of paternalistic philanthropy. The process, though acclaimed recently, has been followed since ancient times howbeit informally.

(i) First Phase: Philosophers such as Kautilya, India's philosopher, and statesman (advisor of Chandragupta Mauryan, the first Mauryan ruler in India) and the Christian era philosophers promoted and taught to indulge in ethical principles while doing business. The concept of helping the poor, marginalised and disadvantaged section of the society was provided in several ancient literatures.

Philanthropy, religion and charity were the key areas of CSR in the pre-industrialized period. Charity and other social considerations were opted by the industrial families of the 19th century. However, the donations, either monetary or kinds, were occasional activities of charity or philanthropy that were taken out of their own personal savings, which neither belonged to the shareholders nor of the business. During this period, the industrial families also established temples, schools, higher education institutions and other infrastructure of public use. The term CSR itself came into common use in the early 1970s. Later, industrial families of the nineteenth century like Tata, Godrej, Birla, Singhanian, Bajaj, Modi etc. started taking social considerations as a part of their business policies.

(ii) Second Phase: During the independence movement, Mahatma Gandhi initiated the concept of "trusteeship" which provides a means by which the wealthy people (industrialists) would manage their trust(wealth) so that it benefits the common man as well.

(iii) Third Phase: The "mixed economy" structure, characterised by the creation of PSUs to promote equitable income distribution, impacted the third phase of Indian CSR. Due to corporate misconduct caused by the policy on industrial licencing, taxation, and restrictions on the private sector, appropriate legislation on corporate governance, labour, and environmental issues was ultimately enacted. Due to PSUs' poor success rate, expectations shifted from the public to the private sector, which therefore became actively involved in socio-economic development. A nationwide workshop on CSR was conducted in 1965 by academics, legislators, and business people; social accountability and transparency received significant attention (Kumar, 2017).

(iv) Fourth Phase: Whilst the last decade of the twentieth century observed a shift in focus from charity and traditional philanthropy moved toward more direct engagement in the mainstream development and concern for disadvantaged and marginalised groups in the

society. In India, there is a growing cognizance that business cannot succeed in isolation and social progress is necessary for sustainable growth. An ideal CSR practice has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well socio-economic status. Currently, there is an increased focus and a changing policy environment to enable sustainable practices and increased participation in the socially inclusive practices.

Thus, the history of CSR in India can be divided phases which run in parallel to India's historic development depending on the industries' approach towards CSR.

(v) *Current Phase:* Under the Companies Act, 2013, it has been mandatory for the companies any company having a net worth of rupees 500 crores or more or a turnover of rupees 1, 000 crores or more or a net profit of rupees 5 crores 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. If a company fails to spend the mandated amount on CSR activities, it is required to explain the reasons for the same in the Board's report. India became the first and only nation in the world to make CSR expenditure mandatory (Kaur & Tandon, 2017).

Companies may incorporate alleviating hunger and poverty, boosting education, supporting gender equality and the empowering of women, guaranteeing environmental sustainability, etc. in their CSR programmes (Nair, 2015).

LITERATURE REVIEW

Dutta and Durgamohan (2008) examined the CSR policies and programmes of 26 businesses from a range of industries, including metals, chemicals and fertilisers, consumer durables, FMCG services, and infotech. According to the research, education was given top importance among various corporate social responsibility efforts, followed by health, social reasons, rural development, and environment. Kiran and Sharma's (2012) study deals with the status, progress and initiatives in context to CSR policy framing and implementation by large firms in India with special reference to health, education and environment. They concluded that in the ever-changing markets globalization and liberalization are the buzz words. In this globalised age the concept of CSR cannot be ignored by the corporate firms. The work culture has to be changed as per the changing market demands. Data has been collected by them from the official websites of the firms, in-person interviews and through structured questionnaire. Kumar and Reddy (2013) focused on to what extent SAIL extends its CSR practices. It threw light on both economic and social interest. It also provides corrective measures on CSR practices and performance. A separate fund is created to perform CSR projects, it also checks duplicity of work and whether the fund has been fully utilized or not. It also looks after the impact of its CSR activities which helps in taking future initiatives relating to CSR programs.

Kundu (2013) makes the case for how CSR may both benefit a company's reputation and brand image while also meeting social needs. The Triple Bottom Line concept, which aids in an organization's long-term sustainable growth and advantages, was highlighted. The study went further and compared CSR practises, theories, and guidelines at the national and international levels, among other things, between organisations in the public and private sectors. Twenty sizable organisations from India's public and private sectors were chosen for the study. We used both primary and secondary data. As a research tool, graphs, charts, tables, checklists, percentages, chi-square tests, t-tests, correlations, and regression analyses were used.

In order to understand the CSR activities and practises, thinking, perception, and interpretation of CSR, priority of CSR initiatives, and strategy to deploy CSR initiatives, MadhuBala (2013) performed a study among a select group of Indian companies. This study revealed that various companies might use very diverse types and modes of involvement. There isn't a single model that applies to all business types and sizes for CSR efforts and activities. The study found that the top priority for Indian companies is education, followed by healthcare, the environment, other social issues, welfare of underprivileged groups, and rural development, which are tied for fifth place in importance, and natural and other calamities, which are ranked sixth.

Thirumuru and Thirukkovela (2015) in their paper, they have emphasised on Corporate Social Responsibility of a drug company in the field of education and its effect on development. It also focuses on providing better education to the dropout girls and mainstreaming them into education. The objective of the paper was to understand the concept of CSR, to find out the scope of CSR and to know how the Hetero group has fulfilled its responsibility towards all stakeholders; what specific activities, programs and strategies it has set, devised and implemented for the upliftment of masses by providing the better educational facilities. Both primary and secondary data were used in this paper, secondary data from various sources including books, research paper, newspaper etc while the primary data are collected from 30 villages of Nakka Pally Mandal, Visakhapatnam District. Andhra Pradesh.

Research Gaps Identified

1. Limited study related to CSR initiatives of DSP in education.
2. The beneficiaries i.e., students and parents' perspectives, were not a part of most of the literature review.

OBJECTIVES AND METHODOLOGY

Objectives

- To explore the CSR schemes on education and its implementation in D.S.P
- To find out how CSR activities that have helped to improve the educational status of beneficiaries under the study
- To identify the infrastructural facility as provided by D.S.P

Methodology

- **Study Area:** The study has been conducted in purposively selected Paschim Bardhaman district. One village, Dasir Bandh was selected purposively, where it has been observed that majority of the population was not conscious about their children's education status. Out of fifty households, all houses were selected under the study.
- **Study design:** The study followed quantitative method research design.
- **Sample Selection:** Dasir Bandh (village) was selected among the 11 model villages of D.S.P. in purposive manner method. Dasir Bandh has been chosen as universe. A total of 50 respondents were purposively chosen for the study according to the criterion.
- **Criteria for Selection of the Sample:** The respondents include the student himself/herself or the person of 4years to 18years (though in rural areas the children go to school from 5 years or 6 years but due to increasing awareness about education the parents are sending their wards to school from 4years), or the parent/guardian of the students.
- **Techniques and tools of data collection:** For studying the educational status, the data were collected by interviewing the respondents with the help of an interview schedule

containing structured questions. Observation was used as the major instrument, which was followed by vigorously going through home and collateral visits.

- Methods of data collection: Primary and secondary data have been used for this study. Primary data for this study were gathered from respondents directly using the interview schedule, which serves as the data collecting tool.

CSR SCHEMES IN D.S.P ON EDUCATION

In the CSR schemes D.S.P takes up various areas which includes, Health, Education, Livelihood Generation, Women Empowerment, Sports, Art & Culture, Rural Development, Environmental Sustainability, and Construction of Model Steel Villages.

In the education sector:

Details of CSR Projects in respect to Education undertaken during April – September, 2017				
Sl. No.	Work Description	Work Value (in Lakhs)	Start Date	End Date
1	Running & Management of SAIL Kanya Shiksha Niketan for underprivileged/BPL Girl Child.	30	Jun-17	Jul-18
2	Educational activities covering 10 MSVs	24	Apr-17	Mar-18

Source: Researcher

SAIL Kanya Siksha Niketan-Empowering the Girl Child

D.S.P being socially responsible citizen has provided assistance to different schools in & around Durgapur for creation of infrastructure and other facilities. SAIL Kanya Siksha Niketan families, Sail Kanya Siksha Niketan is a primary school up to class V where BPL Girl students are imparted quality education free of cost along with free educational kit, uniform, mid-day-meal, computer classes etc. free of cost. Free nourishing meals are also provided to the students daily. D.S.P Mahila Samaj manages the day-to-day activities of the school., fully supported by D.S.P and run by D.S.P Mahila Samaj continued to spread literacy among the ‘girl child’ belonging to Below Poverty Line (BPL)

Objectives:

- Empowering the Girl Child hailing from BPL families.
- To provide educational aid to students belonging to underprivileged/BPL families to promote education.

Facilities provided:

- Construction of ‘Science Block’ (2-storied building) at Pulinbehari Gostabehari Balika Bidhyalaya, Ukhra benefitting about 1500 girl students.

Financial grant for running of Mukul Schools at D.S.P township

Objectives:

- To provide educational aid to the schools so as to support them in smooth functioning.

Education Facilities provided in the Model Steel villages

Objectives:

- Free pre-primary and primary education for the children.
- Free coaching in batches (till class 10th) for village students studying in nearby schools to avoid them from dropping out are provided across 10 MSVs for nearly 550 children.
- Children are also facilitated with free dress/uniform, reading materials, lunch etc.
- Adult education for village women is organized across several locations.

RESULT ANALYSIS

The literacy rate data indicates that the majority, i.e., 40% of the respondents, have passed the 8th grade, 36% are illiterate, 15 % passed secondary exams, only 8% cleared the senior secondary exam and only 1% is a graduate. The literacy rate of parents has a direct impact on the education of the children, so the researcher took the literacy rate of the whole village to understand their level of development. It is found that most of the population is either illiterate or Class 8 pass; therefore, it may directly relate to the student's education. Most of the parents of girl children in the villages stated that it is unnecessary to give higher education to a girl, who will ultimately go to her in-law's house and cook food and nourish babies. Caste and education also have a direct relationship, as it is mostly found that the lower classes are very much reluctant about their ward's education. They feel that the more children they have, the more earnings will come to their house. But they are unaware that the more children they will have more stomachs will be there to feed. Moreover, none of the children will be getting good education and knowledge, and there will be no development, i.e., no social upliftment will take place (labourers' son will be a labourer only). Primarily the people of Dasir Bandh are engaged as Khadan workers (45%) in pebble mines or as Daily Labours (37%), some of them are working in the nearby factories such as in Cement Factory of Dhabani, a puffed rice mill in and rice factory of Icchapur(village). As the parents primarily work either in pebble mines or as daily labourers, they get less time to interact with their wards as they are engaged in their work from 8:00AM to 5:00PM.

Income is one of the essential indicators of people's socioeconomic status, which directly relates to their health and education status. The less the house payment, the less the chance for the children to get proper education, as they will need help buying books, copies, or other stationeries. Moreover, due to financial crises, the parents cannot send their wards to good schools for their higher education. The same is the case of Dasir bandh village as 41% of the total population has Rs.1500- Rs.3500 as their monthly income, so they cannot send their wards to good schools for higher education in distant places as the transportation cost is high.

Among the total school-going population, 65% of the population goes to school. In comparison, 35% do not go to school due to various reasons like the children have to look after their siblings while their parents are at work or they must do the household work, distances sometimes also play a crucial role in school dropout, another factor is an improper facility of the bathroom which also causes massive dropouts for girls. Factors such as disliking of school/teacher or the ill-health of a child is also a reason for school dropout or absenteeism as some of the parents complained about teachers' bad behaviours towards the students, which become even worse when they punish or beat the children.

Among the four main schools, the SVVPS School and the Government school do not have any bathroom or water facility, which is one of the main factors for school dropout in girls,

especially those in their puberty. The children go for open defecation. At the same time, the SAIL Kanya Siksha Niketan and other schools (private schools) have good toilets and water facilities. Other than the Private English Medium School, all the schools have Mid-day Meal facilities. Mid-day meal is one of the essential factors for drawing the students towards school as they get a complete, balanced diet meal which their parents cannot provide. None of the school teachers except the Private English Medium school interacts with the parents of the students; this school interacts with the parents every six months, where the parents get to know about their wards performance. This should also be done in the governments and the C.S.R. schools where the parents will know about their children's performance. While interacting with the parents, the teacher can also play the role of counsellor, making the parents aware of the need for education and how education can boost their social upliftment. Even the teacher can act as a change agent, where they will try to change the mindset of the parents, which will further curb child marriages, female foeticide, decrease in dowry etc.

Except for the Private English Medium, all the other schools need more and good infrastructure. The SVVPS School does not have tables and chairs. The chair facility is available for teachers while the students carry their mats or sit on the floor. There is only one room in the school, where Class 1 to 5 sit together, ample fans and lights need to be there. Moreover, whenever any function or camp occurs in the village, this school becomes the storehouse or the venue, so the school remains closed. The infrastructural facility could be better in the government schools. Only the Private English Medium has a good infrastructure. Around 64 % of the teachers are not supportive or friendly; they do not provide extra care to the weak students, harming the students is a frequent phenomenon by the teachers, they are very much reluctant to their services, teachers not even punctual too, these were the complaints of the parents towards their wards school teachers.

Though, some of the parents (36%) were impressed by the teachers for their supportive and caring attitude, i.e., especially the teachers of SAIL Kanya Siksha Niketan and the Private English Medium School and some of the Government School teachers. Under D.S.P.'s CSR scheme, the schools should take better initiatives for the dropout students. They should include home visits which may make the teachers aware of the reason for their absenteeism. The teachers should act as change agents and counsel the parents about their child's well-being. The government schools had Para teachers appointed to deal with these dropout students, but in Dasir Bandh village, no such reasonable effort is from their side. Parents' suggestion towards improving education is providing good infrastructure, the rapport between teachers and students, and vocational training and primary education.

DISCUSSION AND OBSERVATIONS

The distance of the school from a child's home and lack of transportation is an essential factor related to school absenteeism. Assistance to parents by students, i.e., parents engage their male children in their occupation and female children in their household work compels them to remain absent from school for a long duration. Due to the non-availability of books and stationery, school uniforms, many low-income family students still need to be present. The unfavourable home environment is also responsible for student absenteeism. Many students don't attend school because they need a good study room to complete homework. Since most rural parents are illiterate, they cannot motivate their children to pursue their studies and attend school regularly. An unattractive school building is an essential factor in the withdrawal of students from school. Shortage of classrooms and poor seating arrangement is one of the crucial

causes of student absenteeism. Most of them had to sit on the floor or the mat. Thus, the classroom could be more favourable to motivating the students towards their studies.

In most schools, only two teachers were available to teach all the students of class I-V. The teachers could not give proper time to individual students, so the students felt they needed more motivation for their studies. A shortage of trained teachers is an essential factor responsible for school absenteeism. Irresponsible and unfavourable attitudes of the teachers towards students also led to school absenteeism. Lack of basic amenities, i.e. toilets, drinking water facilities and electricity, was also responsible for large-scale student absenteeism. School timing did not suit the requirement of the local community. Most children are supposed to help their parents in their daily work in the daytime. The illiteracy of the parents is an essential factor leading to their children's school dropouts and absenteeism. Some of the parents who had educated their children had a horrible experience related to employment. So, from the very beginning, they engaged their children in farming. Lack of a proper and balanced diet, either due to financial problems or illiteracy, affects the child's health. That's why they remain absent from school. Parents' negative and indifferent attitude towards girls' education is a significant factor contributing to absenteeism among girls, which shows gender discrimination among the parents.

The most important factor towards improving the education system in the Dasir Bandh Village under the Durgapur Steel Plant's Corporate Social Responsibility project is to make people aware of the need for education if not at least the basic one. Durgapur Steel Plant and SAIL must play significant roles in improving the quality of education by improving physical infrastructure, quality of teachers etc. The paucity of funds is an essential factor contributing to poor quality and standard of education. While money is a necessary condition for improving the quality of education, more is needed. The most important things are the commitment and competence of all those involved in the teaching-learning process. The curriculum needs to be updated, including elements that produce real learning and creativity. Durgapur Steel Plant should pay particular attention to school buildings and other facilities. The improved school building will help increase children's enrolment and retain them by creating a secure and healthy environment. Schools should have playgrounds along with facilities for games and sports. Teachers should realize their responsibilities and develop a friendly atmosphere in the classroom this will create a sense of security among the students. This will also help dropout rates. Teacher should realize their responsibilities and develop a friendly atmosphere in the classroom, this will create a sense of security among the students. This will also help dropout rates. Parent-teacher meetings should be organized at least quarterly. This will help in solving the problem related to students. Vocational training should be included in the course curriculum, if not regularly, at least during summer and winter vacations. Teachers should present themselves as a model for the students. Thus, training is essential for all elementary school teachers to equip them with the knowledge of individual differences.

CONCLUSION

Durgapur Steel Plant has been working extensively to uplift the disadvantaged people in its surrounding areas. Their concept of taking up villages and providing all-round development (health, education, employment opportunities, women empowerment) under the banner of "Model Village" is appreciable, particularly the work in the education sector i.e. coming up with coaching institutes and providing wholistic education. Especially for the tribal community's students extra care for teaching them Bengali or Hindi language (which is the

mainstream language, as schools follow instructions in these languages) and then bringing them to formal education is commendable. Though loopholes are there (as already discussed) which, if addressed, these model villages would come out of the problems of abject poverty, unemployment, and illiteracy.

REFERENCES

- [1] Amit Kumar Srivastava, Gayatri Negi, Vipul Mishra, Shraddha Pandey (2012) “Corporate Social Responsibility: A Case study of Tata Group”, IOSR Journal of Business and Management, Vol.3, Issue 5(Sep.- Oct), pp. 17-27.
- [2] Anupam Sharma and Ravi Kiran (2012) “Corporate Social Responsibility Initiatives of Major Companies of India with focus on health, education and environment”, African Journal of Basic & Applied Sciences 4(3): pp. 95-105.
- [3] Arvind Jain (2012) “Corporate Social Responsibility: An Explorative Review”, Journal of Accounting and Finance, Vol.26, No.1, October 2011- March 2012, pp. 13-19.
- [4] Bajpai G. N. Corporate Social Responsibility in India & Europe, Cross cultural perspective 2001
- [5] Bhupender and Vikas Kumar Joshiya (2012) “Issues and Challenges of Corporate social responsibility in India”, IJIBF, Vol.2, No. 2, July-Dec.2012, pp. 169-182.
- [6] Bowen, H R, Social responsibilities of the businessman (New York: Harper & Row, 1953) Corporate Social Responsibility. Blowfield. M. Oxford University Press.
- [7] Correia, Maria. (2019) Sustainability: An Overview of the Triple Bottom Line and Sustainability Implementation. International Journal of Strategic Engineering. 2. 29-38. 10.4018/IJoSE.2019010103.
- [8] Corporate Attachment Report Regarding the CSR Initiatives of SAIL-Durgapur Steel Plant by A. S. Mandal
- [9] Corporate Attachment SAIL-Durgapur Steel Plant by Kamalika Banerjee
- [10] Davis, Keith, Can Business Afford to Ignore Social Responsibilities? (California Management Review, spring, 1960
- [11] K. Krishna Kumar and K. Radha (2012) “A view on corporate social responsibilities in India”, The Economic Challenger, No.14, Issue 55, April-June, pp. 72-75.
- [12] Making a meaningful difference in people’s life. Available at: <https://sail.co.in/sites/default/files/publications/SAIL-CSR-brochure.pdf>
- [13] Marketing activity of SAIL. Available at: https://sail.co.in/sites/default/files/SAIL_CSR_2017-18.pdf
- [14] Omweno Nyameyio Enock and Dr. Kundan Basavaraji (2013) “Corporate Social Responsibility of Tata company and ITC company: A comparative study”, International Journal of Business and Management Tomorrow (IJBMT), Vol.3, No.3, March, pp. 1-12.
- [15] Stakeholder Theory <http://stakeholdertheory.org/about/>
- [16] Sweta Singh (2010) “Philanthropy to Corporate social responsibility: An Indian Perspective”, Review of International Comparative Management, Vol. 11, Issue 5, December, pp. 990-1000.
- [17] Tanuja (2015) International Journal of Management and Commerce Innovations, Vol. 3, No. 2, 493-499, www.researchpublish.com, Research Publish Journals CSR in the Indian scenario.



This is an open access article distributed under the terms of the Creative Commons NC-SA 4.0 License Attribution—unrestricted use, sharing, adaptation, distribution and reproduction in any medium or format, for any purpose non-commercially. This allows others to remix, tweak, and build upon the work non-commercially, as long as the author is credited and the new creations are licensed under the identical terms. For any query contact: research@ciir.in