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IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON SOCIETY

(With special reference to Nava Baharat Ferro Alloys Company Limited A-Study in Telangana)

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Abstract

In the development of corporate ethics Corporate social responsibility (CSR) is not just a trend, but an absolute necessity for companies. It is no longer enough to focus solely on profit, businesses must also consider their impact on society and the environment. Non-profit organizations and government agencies have already recognized the importance of CSR and its ability to make a real difference. While it may be hard to measure the exact outcomes of CSR programs, the lasting positive changes they bring to our world are priceless. We have reached the stage where the question of the social responsibility of corporate to the community can no longer be scoffed at our taken lightly in the environment of a modern economic development the corporate sector no longer functions in isolation if the plea of the companies that they are performing a social purpose in the development of the country is to be accepted, it can only be judged by the test of a social responsiveness shown to the needs of the commenting by the companies the company must behave and function as a responsible member of society like any other individual it can show moral values Nor it ignore actual compulsions the real needs is for some focus of accountable on the part of the monument which is not limited to shareholders alone. In modern times, the objective of corporate sectors is protect the social health, education, and economic sustainability. It has to be the proper utilisation of resources for the benefit of others. The company must accept its obligation to be socially responsible and to work for the larger benefit of the community. In this paper, we discuss the impact of CSR on society in Telangana state with special reference Nava Bharath Alloys Company Limited Palvancha initiatives on local firms and their communities.

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Key Words: Economic sustainability, Education, Health, Environmental protection.

Introduction

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. And CSR is not just a trend, but an absolute necessity for companies. It is no longer enough to focus solely on profit, businesses must also consider their impact on society and the environment. Non-profit organizations and government agencies have already recognized the importance of CSR and its ability to make a real difference. A properly implemented CSR concept can bring along a variety of competitive advantages, such as enhanced access to capital and markets, increased sales and profits, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation, enhanced customer loyalty, better decision making and risk management processes. While it may be hard to measure the exact outcomes of CSR programs, the lasting positive changes they bring to our world are priceless. CSR encompasses various initiatives, all aimed at promoting a more responsible way of doing business. Ultimately, the goal is to foster sustainability, ensuring a prosperous future for both the industry and the world at large. Corporate social responsibility (CSR) is a self-regulating corporate strategy to provide social development activities like education, employment, Health and environmental sustainability operations. These will assist a firm in being socially responsible itself, its partners, and the public. It is regarded as a way to promote a business's brand it can also be viewed as an opportunity. We have been discussing the impact of CSR initiatives of Nava Bharath Alloys Company Limited Palvanha and their communities.

Significance of Social Responsibility

Corporate social responsibility (CSR) is an important component of business operations in India. With effect from April 1, 2014, CSR is a mandatory requirement for certain companies under section 135 of the Companies Act, 2013, which compels them to engage in activities that contribute, and large companies invest in social and environmental causes, fostering a more sustainable and

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equitable society while also providing tangible benefits to the businesses themselves. CSR efforts in India lead to enhanced brand reputation and customer loyalty, attract and retain talent, improve risk management, and boost overall community welfare through initiatives in Education, Healthcare, Livelihood, Environmental sustainability and Economic development of the country.

Benefits for Businesses

- **Enhanced Brand Image:** CSR strengthens a company's reputation, builds trust with consumers who increasingly prefer socially responsible brands, and creates a positive public image.
- **Employee Attraction and Retention:** Purpose-driven employees, particularly younger generations, are attracted to companies with strong CSR values, which leads to increased engagement and lower turnover.
- **Competitive Advantage:** A well-executed CSR strategy can differentiate a company from its competitors and foster strong relationships with the community.
- **Risk Management:** Adhering to environmental and labor regulations through CSR helps companies avoid legal issues and manage reputational risks, especially in a context of rising consumer awareness and government oversight.

Benefits for Society and the Environment

- **Poverty Alleviation and Rural Development:** CSR funds support programs focused on poverty reduction, with initiatives often targeting essential services like education, healthcare, and infrastructure in rural areas.
- **Improved Healthcare and Education:** Companies fund hospitals, mobile clinics, health awareness programs, scholarships, and vocational training centres, directly improving public health and educational opportunities.
- **Environmental Sustainability:** CSR initiatives contribute to environmental protection through projects such as afforestation, water conservation, and promoting clean energy.
- **Community Infrastructure Development:** CSR plays a role in building essential infrastructure, such as sanitation facilities and community centers, which enhances the quality of life for underserved populations.

Regulatory Framework in India

- **Focus on Impact:** The legal mandate encourages companies not just to spend on CSR but to report on and measure the actual impact of their efforts, ensuring accountability and transparency.

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Nava Bharath Alloys Company Limited

About the company- Nava Limited NAVA was incorporated in 1972 as Nava Bharat Ferro Alloys Limited, which began operations in 1975 with a small ferro silicon manufacturing unit in Paloncha. In 1980, NAVA ventured in sugar manufacturing with the amalgamation of The Deccan Sugar and Abkhari Co Limited, an EID Parry company. In 1997, it set up a second ferro alloy unit in Odisha. It diversified in coal-fired power generation in 1997, as backward integration for its highly power-intensive ferroalloy business, and later pursued the merchant power business for surplus generation capacity. The company renamed itself as Nava Limited on July 15, 2022. NAVA was promoted by Dr Devineni Subba Rao and is presently managed by his son, Devineni Ashok, and son-in-law, P Trivikrama Prasad. The company has two key business divisions including ferro alloys and power. It has installed ferro alloy capacity of 1,35,800 MTPA and power generation capacity of 264 MW, of which 204 MW is primarily used for captive consumption in ferro alloy.

Current operations

Leadership of The company was originally promoted by Dr. D. Subba Rao and is now managed by his descendants, including his son D. Ashok and grandsons Ashwin and Nikhil Devineni. And NAVA's main business divisions are ferroalloys and power. It also has ventures in mining, agribusiness, and healthcare. the company Facilities were ferroalloy facilities are located in Paloncha (Telangana) and Kharagprasad (Odisha). The company also operates power generation units in Telangana and Odisha for captive consumption and sale.

Nava Bharat Ventures LimitedCorporate Social Responsibilities

The Company is committed to good corporate citizenship endeavours and makes constant efforts to build and nurture long lasting relationships with members of the society in general and the communities around its manufacturing facilities in particular. The Company's CSR Policy is built on the principle of giving back to the society from which it draws its resources, by extending a helping hand to the needy and the underprivileged. NBV has chosen Health, Education and Livelihoods as the three thrust areas for discharging its Corporate Social Responsibility.

Health:

NBVL works primarily in the areas of Health, Education, Livelihood and other Programs (HELP) for the holistic development of communities surrounding its manufacturing facilities located in rural and tribal belts. The Company focuses

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on creating awareness and improving health standards of rural poor through providing facilities and reaching quality health care in the areas of general medicine, eye care, dental care, etc."Establishment of Eye Care Centres"

Nava Bharat eye centre to provide equitable and efficient eye care to all sections of society, NBVL set up Nava Bharat Eye Centre (NBEC) at Paloncha, Bhadradi-Kothagudem District (Telangana) in 2011, in association with LV Prasad Eye Institute (LVPEI), a world-renowned eye care organization. NBEC is equipped with modern eye care facilities, such as Retina Diagnosis, Optical Coherence Tomography (OCT), Fundus Camera, etc. It works in conjunction with 10 rural Vision Centres of LVPEI located at Yellandu, Kallur, Manuguru, Aswapuram, Dammapeta, Thallada, Chandrugonda, Tekulapally, Charla and Sujatha Nagar in Bhadradi-Kothagudem District. Through LVPEI's Vision Centres, NBEC reaches out to nearly a million underprivileged tribal people within a radius of 50-60 km from Paloncha. Its services include non-paying, out-patient, in-patient, surgical support, community-based eye care, primary eye care and rehabilitation programs. In FY 2020-21, NBEC was equipped with a modern General Anesthesia facility, with step-down recovery beds, monitors, Ellman Cautery equipment and a gas bank, at a total cost of ₹42.50 Lakhs, thereby enabling efficient administration of various medical procedures / surgeries to patients. So far, the Center has treated 100,959 out patients and performed 10,860 surgeries. Nava Bharat Eye Center at Paloncha is adjudged the ideal centre among all the twelve LVPEI satellite centres.

Education:

NBVL adopts a multi-faceted approach to promote quality education in backward areas. The major initiatives taken by the Company comprise: "Establishing and running Schools "

The Company is running Nava Bharat Schools at Paloncha in the State of Telangana and has taken up management of Brahmani Public School at Kharagprasad in the State of Odisha, with a total strength of 2000 students. The Company's Schools have been achieving 100% results year after year with a large percentage of distinctions and have become Centres of Excellence in secondary education in the region. In the analysis of study period company provide Computer Digital Infrastructure. The company hired instructors to provide computer education training to government school students in Paloncha. The total cost for faculty was ₹5.10 lakhs, benefiting approximately 950 students. During the year, Nava provided 20 computers to the Computer Lab at Telangana Social Welfare

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Residential Educational Institutions Society (TSWREIS) in Paloncha, at a cost of ₹15.01 lakhs, serving 240 students. This project has been designated as a Centre of Excellence for the Bhadradi Kothagudem district by the Government of Telangana. Apart from imparting contemporary knowledge in various subjects of study, these schools play a vital role in overall development of the students. Nava also renovated a basketball court at Krushi Orphanage Home in Hyderabad, at a cost of ₹19.04 lakhs to encourage sports. Additionally, electrification and electrical equipment (tube lights and fans) were provided for two classrooms at the Government MPUP School in Shekram Banjara, Telangana benefiting 150 students, with a total cost of ₹0.52 lakhs.

Livelihood:

NBVL aims at lending a helping hand to people by providing means of livelihood and empowerment. "Vocational Training"

The demand for skilled manpower has been increasing much faster than its supply, resulting in a significant shortage of skills across several trades. The overall economic development of the country has also led to the emergence of new types of skill requirements that offer promising employment opportunities. Responding to this growing requirement, NBV has set up Nava Bharat Vocational Institute at Paloncha which is providing vocational training in various trades like Welder, Electrician, Fitter and Plumber.

Statement of the Problems

The Indian business sector presents a mixed picture as far as social responsibility is concerned. J.R.D. Tata, who was instrumental in conducting the first social audit in India and perhaps in the world, was of the opinion that while on the side of production, of growth, of efficiency, Indian industry, on the whole, did remarkably well, Today corporate sectors seeking more profits from society but some of them usually against odds. And in spite of crippling infrastructural shortages unknown in advanced countries., on the social responsibility side, these were could not provide benefits to the society however, its record was often poor and, in some respects, dismal, judged by the size of the black-market, the volume of black money and the general corruption that pervaded our economic life. True, many a time, the imperfections on the distribution side - mostly hoarding and black-marketing - mercilessly gouge the unfortunate consumer.

Review of Literature

Dr. Dharmendra Singh & Dr. Vikash Kumar Yadav A Study On Corporate Social Responsibility (CSR) In India - Issues And Challenges (2024):The

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concept of social responsibility posits that an organization or individual has a duty to act in ways that benefit society as a whole. Social responsibility encompasses the obligation of every individual or organization to carry out actions that ensure a balance between economic growth and ecological sustainability.

J Knowl Econ &Asan Vernyuy Wirba 2023 May Corporate Social Responsibility (CSR): The Role of Government in promoting CSR corporate social responsibility (CSR) and the role government can play in promoting CSR. Corporations are an integral part of the large economy of any given society or country whereby these corporations operate. The government's role is critical in promoting CSR activities or agendas because CSR is voluntary without mandatory legislation

Objectives of the study:

To study role and importance of corporate in society

To examine the development of sustainability in various discipline social responsibility of Nava Baharat Ferro Alloys Company in Telangana state.

To analyse the operational functions and performance of Nava Baharat Ferro Alloys company in Telangana state.

Scope of the study:

The scope of the study is confined to the corporate social responsibility Health, Education, Economic, and Sustainability of Environmental assistance provided by Nava Bharath Ferro Alloys to the society in India state over a period of 5 years between 2020-21to 2024-25.The analysis and interpretation are quantitatively based. corporate social responsibility in the three states viz, Telanagan state, and Odisa,are analyzed in the assistance dimension. While analyzing the secondary data from different dimensions of Health, Education, Livelihood and programs.

Research Methodology:

The present research is an empirical study of the NAVA, for which the following methodology is adopted

The research methodology used is a combination of Secondary data and collected from company websites and financial annual reports.

1. Qualitative research is evident in the analysis of the impact of CSR initiatives on society, including improvements in community relations, environmental sustainability, economic growth, and reduced income inequality. These impacts are discussed based on observations, interpretations, and insights drawn from various sources and perspectives.

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2. Descriptive research is employed to provide a comprehensive overview of CSR practices, including its history, types, constitutional status in India, challenges, and conclusion. The paper presents information in a structured manner, outlining the evolution of CSR, its different facets, regulatory frameworks, challenges faced, and the implications of CSR for businesses and society.

Tools and Techniques of Analysis

In the present study the data collected is tabulated by using different statistical tools. The list of corporate social responsibility financial and health care of units available with the Nava Bharath Ferro Alloys Company Limited is not comprehensive as many health care Service sector units were closed. The processed data were arranged in various tables with a view to providing a better understanding about Nava Bharath Ferro Alloys Company Limited Palvancha Role in corporate social responsibility in India (a special focus on health care, Education, Economical and Environmental Sustainabilityoperations). Statistical tools and techniques have been used in the study for the analysis of secondary data.

Period of the Study:

The present study covers the latest 5 years period 2020-2021 to 2024-2025 so that it would be possible to arrive more meaningful findings and conclusions in focusing the attention on the working of Corporate Social Responsibilityof the selected fields.

Limitations of the study:

The study has certain limitations, as noted here under:

- The study relies entirely on primary and secondary sources. The data provided by authorities of Nava Baharat Ferro Alloys Company Limited Palvancha Telangana State has been considered to be authentic. In the absence of proper records and accounts, the responses of majority of the beneficiaries group of communities sample respondents depends on their ability to recall. It affects the reliability of the primary data.
- The information available on internet and company annual reports is 50 percent. The company providing data on all services units of Health care, Education, Livelihood and other programs is equipped with limited data on corporate social responsibility assistance to different communities by Nava Barath Ferro Alloys Company Limited in Telangan State.

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➤ The research is a limited study of only Health care, Education, Livelihood and other programs in local areas of palvancha, kothagudem mandals of Telanagana State.

Analysis and Discussion of Data:

In view of specific objectives of the present study Secondary data was used and discussed about the social responsibility of Nava Bharath Ferro Alloys Company Limited Palvancha and social assistance by Nava Bharath Company like issues of funds, financial assistance, and implementation of development activities to weaker sections/ communities. A one pronged approach was contemplated. In this study discuss amount spent for the activities like Health, Education, Livelihood and Other Programs by Nava Bharath company Table 1.1 reveal the Corporate Social Responsibility community Development activates.

Table: 1.1

Trends in Corporate Social Responsibility Reports of Nava Company from 2020-21 to 2024-25

(Rs.in lakhs)

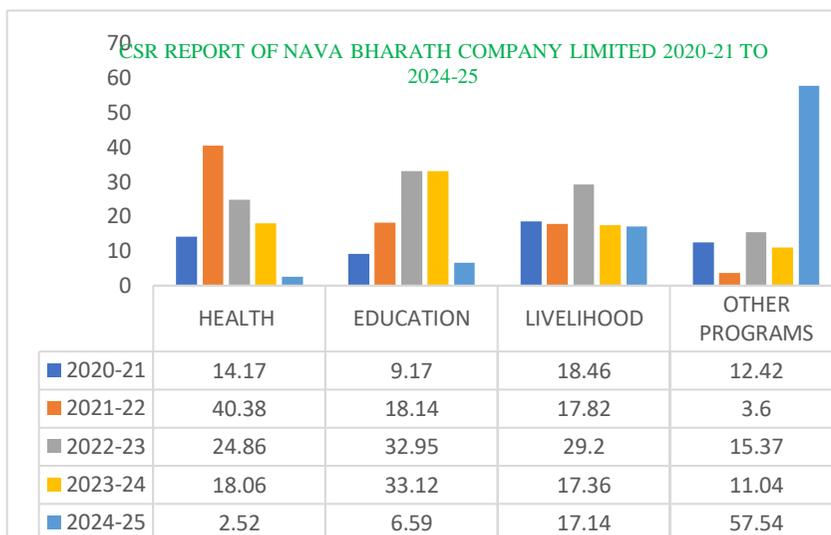
| Year | Telangana state | | | | |
|---------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Health | Education | Livelihood | Other Programs | Total |
| 2020-21 | 53.34 (14.17) | 64.00 (9.17) | 168.00 (18.46) | 54.00 (12.42) | 505.00 (19.54) |
| 2021-22 | 152.00 (40.38) | 126.56 (18.14) | 162.16 (17.82) | 15.66 (3.60) | 456.38 (17.66) |
| 2022-23 | 93.58 (24.86) | 229.79 (32.95) | 265.74 (29.20) | 66.79 (15.37) | 655.90 (25.39) |
| 2023-24 | 68.00 (18.06) | 231.00 (33.12) | 158.00 (17.36) | 48.00 (11.04) | 505.00 (19.54) |
| 2024-25 | 9.50 (2.52) | 46.00 (6.59) | 156.00 (17.14) | 250.00 (57.54) | 461.00 (17.84) |
| TOTAL | 376.42 | 697.35 | 909.90 | 434.45 | 2583.28 |

Source:CSR Annual reports of Nava Bharath Company limited during the period 2020-21 to 2024-25.

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Figuer-1.1

Corporate Social Responsibility Reports of Nava Company from 2020-21 to 2024-25



CSR Growth of NAVA bharath companyin Terms of Health, Education, Livelihood and other Programs during the 2020-21 to 2024-25.

Above information shows in the table 1.1 reveal that Health, Education, Livelihood and Other programs. in the table health care activities funds were increased in the 2020-21 and 2021-22. Rs.53.34 lakhs (14.17%) to 152.00 lakhs(40.38%) After that amount have decreased in 2022-23 to 2024-25 Rs. 93.58 lakhs (24.86%) to 9.50 lakhs (2.52%)

In the analysis of Educational facilities funds have been increased from 2020-21 to 2023-24 Rs. 64 lakhs with (9.17%)to 231lakhs (33.12%) and after that terminal year shows decreased Rs, 46 lakhs (6.59%).similarly in the observations of livelihood programs funds were 168 lakhs (18.46) than after next year amount have decreased with Rs.162 lakhs (17.82%) again in 2022-23 increased funds Rs.265.74 lakhs (29.20)after that from 2023-24and 2024-25 spend amount decreased with Rs. 158 lakhs (17.36) Rs. 156 lakhs (17.14) respectively.

The other programs amount have decreased from 2020-21 to 2021-22 54 lakhs (12.42%) to 15.66 (3.60%) again except 2023-24 funds growth rate increase in 2022-23 and 2024-25 Rs. 66.79 lakhs (15.37%) and Rs.250 lakhs 57.54 percent.

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in Telangana state company social responsibilities activities funds growth rate between the base and terminal years are 10-5 percent increased year on year. The company provide flow of funds to recycle lending activities of the CSR and so they add financial strength to the Company to operate effectively.

Findings

- 1.The Nava Bharath company has encouraged marginalized social groups like SC,ST and BC unemployed candidates along with women candidate in its policy interventions.
- 2.The trends in the CSR activity with regard to Rural and Urban areas in Telangana State are encouraging Units and employments and investment have increased between 2020-21 to 2024-25.
- 3.Special areas like Health care, Education, Livelihood and other programs based have been identified to encourage women and marginalized social groups in these lines of economical protection.
4. In Telangana state Nava Bharath company, should act and play a vital role as a nodal agency has initiated 5 schemes to promote economical and employment in the palvancha and kothagudem rural and urban areas.
- 5.Nava Bharath Company in Telangana state has been effectively increasing its resources by 3.1 times for CSR during the period of the study.

Suggestions

1. Major problems of Company in Rural and Urban like project implementation, development process, marketing, finance and managerial aspects are to be addressed promptly.
2. Marginalized social groups like SC, ST, BC and women are to be encouraged in the promotion of self-help employment in the rural and urban areas across Telangana state.
3. Professional education and training be provided to the students of rural and urban areas along with skill and training to the workforce to enhance awareness in the Health care, Education, Livelihood and other programs.
4. Technology and Infrastructure facility in the rural areas should be improved Road, water, power and other connectivity's are to be promoted.

Conclusion

India has huge population country in mostly peoples living in Rural and Urban areas with low facilities like Water, lights, Primary Health centers (PHCs) Education, Employment opportunities. in this connections state and central governments has been providing these facilities but not reached to weaker section/

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society. In this process big corporate business companies initiate to implementing CSR According to Act 2013. the Corporate Social Responsibility (CSR) has become a big deal in how businesses and society get along brand image. Companies doing good things for communities have gained support from the public, and people see these efforts as important. Making CSR mandatory for all industries and controlling its growth helps ensure its goals are met. As people's expectations rise, the need for companies to show they care grows too. In conclusion, the changes made by Corporate Social Responsibility (CSR) have had a profound impact on society, leading to improved community relations, Health care, Educational and other progrmas Nava Bharath Company that prioritize CSR initiatives not only enhance their reputation and trust among stakeholders but also contribute to the overall well-being of society.

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