

Corporate Social Responsibility (CSR) of Sterlite Copper Ltd, Thoothukudi!

Sarthak Vyankatesh Degaonkar and Dr. Reetuja Deshpande

MIT Arts, Commerce, and Science College, Alandi (D), Pune, Maharashtra, India

kharmaledeepa@gmail.com

Abstract: *Sterlite Copper has actively engaged in various corporate social responsibility (CSR) activities aimed at improving the lives of the communities around its operations. The company focuses on key areas such as education, health, and environmental sustainability. For instance, it supports local schools by providing essential supplies and scholarships to encourage students to pursue their studies. In health care, Sterlite Copper conducts regular health camps, offering free check-ups and medical treatments to ensure that residents have access to essential services. Additionally, the company is committed to environmental initiatives, implementing programs that promote tree planting and waste management, which help create a cleaner and greener community. Through these efforts, Sterlite Copper demonstrates its commitment to being a responsible corporate citizen, making a positive impact on society, and fostering a sustainable future.*

Keywords: CSR

I. INTRODUCTION

Sterlite Copper has integrated social responsibility into its business since its beginning in 1996-97.

The company thinks that business goals should reflect the growth of communities nearby. The focus has always been on going beyond just 'Corporate Social Responsibility.' It aims to grasp the real needs & true concerns of the people. By doing this, Sterlite Copper wants to provide the needed support not only to tackle these issues but also to promote social involvement, acceptability, & sustainability.

In its efforts, Sterlite Copper has pinpointed some key areas for its Corporate Social Responsibility (CSR) initiatives. These include Education, Health, Child Care, Women Empowerment, Infrastructure, Livelihood, Agriculture & Animal Husbandry, and Employee Volunteerism.

Objectives:

- To ascertain the CSR initiatives carried out by Sterlite Copper.
- To demonstrate whether Sterlite Copper's assistance benefited numerous communities.
- Analysis of different types of Initiatives taken by The Sterlite Copper.
- To illustrate the assistance the company offered Tamil Nadu during the COVID-19 pandemic
- To spread awareness about the schemes and Projects Sterlite Copper launched to advance CSR initiatives.

Literature Review

Corporate Social Responsibility (CSR) involves actions that companies take. These actions help businesses be more accountable to their stakeholders & the public. Through CSR, a company shows it cares about society & the environment. It wants to do well, not harm.

Sterlite Copper is part of Vedanta Resources Limited. They are among the top copper producers in India. As part of their CSR efforts, Sterlite Copper has rolled out many projects. These community development projects aim to improve the socio-economic status of local people living in areas where they operate. This shows Sterlite Copper's dedication to helping sustain a better society and making a positive difference.

Research Design and Approach:

This study examines the efforts of Sterlite Copper to promote social responsibilities across some key areas. A qualitative approach is used here, meaning it will analyze existing information instead of gathering new data via surveys or interviews.

Participants and Sampling Strategy: Interestingly, there are no direct participants in this research. Instead, it focuses on the information available from Sterlite Copper along with additional sources.

Data Collection and Analysis Methods:

- **Data Collection:** The research collects data from various reports published by Sterlite Copper including their CSR reports, annual reports, news articles, and industry publications relating to their social initiatives.
- **Data Analysis:** Once the data is gathered, it will be thoroughly reviewed. The aim is to understand the CSR strategies employed by Sterlite Copper. This analysis will highlight how these strategies demonstrate their commitment to social responsibility.

Detailed Analysis:

The CSR activities undertaken by Sterlite Copper played a significant role during the COVID-19 period.

- They generously donated approximately INR 5 crores to the Tamil Nadu government.
- Sterlite provided essential beds, medical machines, equipment, and patient monitoring systems to government hospitals.
- Around 12,000 families in Thoothukudi received vital supplies, which included masks & sanitizers.
- In total, 142 oxygen beds were supplied to the Thoothukudi, Kayalpatinam, and Thiruchendur government hospitals.
- By June 2021, they had produced & distributed 1,500 tonnes of oxygen to hospitals across the state.
- Finally, 400 PPE kits along with sanitizers were given to frontline workers.
- This support was crucial in those challenging times and There are other initiatives like,

Education Initiatives:

Sterlite Copper places a significant emphasis on education within its community development efforts. The company has built educational institutions, including schools & skill development centers, aiming to deliver quality education and training to children and youth in the area. By focusing on education, Sterlite Copper seeks to empower individuals while aiding in the broader growth of the community.

“One notable initiative is **Tamira Vidhyalaya**. Additionally, Sterlite Copper has rolled out a new scholarship program called the '**Sterlite Education Scheme for Students**.' This initiative has already benefited over 10,000 students. Smart schools were established under this project to deliver quality education to children living in core villages. Scholarships have been awarded to students, encouraging them to continue their studies. Eventually, around 20,000 families are expected to gain from this important initiative”.

Ilam Mottukal Project:

This project initiated in between 2016-17,

The Ilam Mottal Project stands out as one of the keys aimed at boosting girl children's enrolment & retention in schools. This project offers a range of comprehensive:

- **Academic Support:** Evening study centers are organized to assist students in understanding their subjects more effectively. These centers provide a quiet space for completing homework and learning.
- **Material Support:** Educational kits are handed out, which include uniforms, school bags, shoes, notebooks, dictionaries, & various stationery items.
- **Social Support:** Moral encouragement is given to motivate girls to pursue their education without interruption.

This initiative has successfully reached thousands of female students across government & aided schools in the Thoothukudi area.

Health Initiatives:

CSR Health Schemes by Sterlite Copper Sterlite Copper has rolled out various Corporate Social Responsibility (CSR) health schemes. These programs aim to boost health & well-being in communities near Thoothukudi. The company's efforts focus on making healthcare available, offering critical medical services, & promoting overall health in the area.

- **Health on Wheels Initiative:** One standout project is the “Health on Wheels” program. It features a mobile bus with a team of professional doctors onboard. This bus makes its way through different villages in Thoothukudi, giving out free primary & secondary healthcare services. About 50,000 people across 28 villages have benefited from this project. It ensures that healthcare reaches those who might struggle to get to medical facilities. The Health on Wheels scheme was initiated by Sterlite Copper as part of its ongoing CSR efforts since its inception in 1996-97.
- **Free Health Camps:** Sterlite Copper sets up special health camps based on community needs and quarterly plans. These camps are important for offering essential medical check-ups and consultations to locals. Also, each year on World Blood Donation Day, blood donation camps are organized where employees join in helping those who need blood.
- **Birth Registration and Infant Development Understanding** how vital early childhood development is, Sterlite Copper celebrates the first birthdays of children in nearby areas. This effort keeps track of births and encourages holistic growth for infants. Over 200 birthdays have been celebrated in three years across key villages & coastal regions. Sterlite started its initiatives related to birth registration and infant development around the year 2015.
- **Clean Drinking Water Project:** This project was started on the year of 2020. Sterlite Copper believes that access to clean drinking water is a basic right. They have started a project that provides clean drinking water to over 2,300 families across 22 villages. Each family receives 36 liters of clean water every other day.
- **Multispeciality Hospital Commitment:** After facing community needs due to the closing of its copper smelting plant, Sterlite Copper announced plans for a top-notch multispeciality hospital with 100 beds, which will include an operation theatre & maternity ward. This hospital aims to help about 150,000 people each year.

Through these initiatives, Sterlite Copper shows its dedication to improving healthcare access and public health outcomes in the areas where it operates.

Women Empowerment Initiatives:

Sterlite Copper has woven women empowerment into its Corporate Social Responsibility (CSR) strategy. They understand how important women are for socio-economic growth. The company has rolled out various initiatives. The goal? To enhance skills & livelihoods of women, especially in the rural areas near Thoothukudi.

Key Programs and Projects

Sakhi Programme: Sakhi program started by Sterlite on the year 2019

This is a nationwide initiative. It focuses on boosting women’s abilities through Self-Help Groups (SHGs). The program aims to raise family incomes by cunning training for better economic activities. Additionally, it connects SHG products to markets. Also, it helps link resources between the government & banks for women’s upliftment. So far, there are 170 SHGs with 21,000 women benefiting from this program.

- **Entrepreneurship Development:** Sterlite Copper has launched several entrepreneurial programs aimed at women. These include training on various skills. For example, bag stitching, mushroom cultivation, bee farming, & sanitary napkin production. A particularly noteworthy success is the creation of a Sanitary Napkin Production Unit. It can produce 3,150 napkins daily! This unit has provided income-generating work for 49 women after their training.

- **Skill Training Programs:** The company also offers vocational training courses that match market needs. These courses cover important trades like sewing machine operation, welding, General Electric work, logistics, & food processing. The aim is to equip young women with skills that open up job opportunities.
- **Recognition and Support:** On International Women's Day in 2018, Sterlite Copper recognized women's achievements by celebrating female leaders & entrepreneurs from the community. This event showcased the company's dedication to promoting women's rights and empowerment through its extensive CSR efforts.
- **Impact Measurement:** Through these initiatives, Sterlite Copper has touched the lives of around 280,000 people in Thoothukudi. Most of them are female beneficiaries from different age groups.
- **Community Engagement:** The company makes a real effort to engage its employees in CSR activities focused on women empowerment. They use forums like TUFemina to organize events throughout the year for female staff members.

Infrastructure:

- The construction of the first floor of the Sterlite Pediatric Block at Thoothukudi Government Medical College Hospital aims to enhance care for mothers and children.
- Development efforts are also underway in MGR, which include adding greenery and installing a high mast light. Additionally, beautification projects will be carried out at the Thoothukudi-Tiruchendhur Roundabout.
- Improvements are being made at the Thoothukudi Melur Railway Station platform through renovation and extension work.
- Efforts are focused on promoting total sanitation facilities in schools & panchayats by constructing new complexes.
- In five villages Millavittan, TV Puram, Vadakusilukanpatti, A. Kumarareddiyarpuram, and T. Kumaragiri—individual household toilets are being built.
- As part of a broader CSR Infrastructure Development Program, a walkway was constructed near Chinchpada Primary School. This project benefits 214 schoolchildren as well as community members.
- Sterlite Copper's initiative known as "Jal se Jeevan" is focused on delivering safe drinking water to tribal communities in Chinchpada. This is achieved through water tankers that service two remote areas.
- Furthermore, 30 solar streetlights have been installed in the Chinchpada community, providing benefits to nearly 50 families who reside there.
- Lastly, borewells & tanks are being installed to improve water facilities for the community members of Chinchpada.

Livelihood:

Livelihood development has been a central focus of Sterlite CSR since 2008, originally launched as the "coastal livelihood project." Currently, this initiative is known as Tamira Muthukal. Its main aim is to gather, inspire, & train unemployed youth who lack skills. The program also helps them find appropriate job opportunities within or beyond the district. Participants can choose from three vocational training courses: electrician training, data entry operation combined with tally, & sewing machine operation. Up to now, 298 individuals have completed their training across 9 groups with about 60% securing jobs.

Tamira Surabhi Clean drinking water is a fundamental right for all people. This project provides safe drinking water to the residents of Thoothukudi. To date, over 2,300 families from 22 villages have benefited from this initiative. Each family receives 36 liters of clean drinking water every other day.

Youth Resource Centre: This centre was created to support the young people of Thoothukudi. The goal is to arm them with skills that ensure employment through specialized training in five key areas: sewing machine operation, welding, general electrics, logistics & food processing. These trades were highlighted as important fields in the Skill Gap Assessment Report by the National Skill Development Corporation (NSDC). Each course comprises 300-400 hours of training and aims to serve 600 youth initially. In the future, this number will expand to 1500 students.

Livelihood Support Programs:

To promote sustainable livelihoods, Sterlite has launched several income-generation programs & vocational training initiatives. programs are designed to uplift community members. The focus is mainly on women and marginalized groups. By equipping them with essential skills, Sterlite Copper enables individuals to either kickstart their businesses or secure jobs. Supporting livelihoods is not just good for the individuals; it also helps in reducing poverty & empowering the local economy.

Environmental Conservation Projects:

Understanding how vital environmental conservation is, Sterlite Copper has started projects aimed at promoting sustainable practices. The goal here is to lessen the environmental impact of its operations. They have engaged in activities like tree plantation drives and waste management efforts. Additionally, awareness campaigns help educate community members about the importance of environmental care. By encouraging a culture of responsibility toward nature, Sterlite Copper works to safeguard natural resources & create a greener community.

Social Welfare Schemes:

Sterlite Copper takes part in different social welfare schemes & community development programs that cater to the needs of the local population. The company collaborates closely with government bodies, NGOs, & other partners to implement impactful projects. Their focus includes issues such as women's empowerment, child welfare, infrastructure improvement, and disaster assistance. With these initiatives, Sterlite Copper strives to build social bonds & promote inclusivity for overall development in the community.

Key Findings:

- Sterlite Copper played significant role during COVID-19. They donated around INR 5crores to Tamil Nadu Government and supplied essential resources such as, medical-equipment's, 142 oxygen-beds, 400+PPE kits, essential beds.
- Sterlite Copper initiated many initiatives to develop education in the rural areas. for example 'Tamira Vidhyalaya' education scheme benefited over 10,000 students. 'Illam Mottukal' project to promote female education.
- They also iniated programs like 'Sakhi' to empower women participation, this program aims to raise family income by providing training on economic activity. They also launched several Entrepreneurship progamme aimed at women.
- Sterlite Copper is constructing a pediatric block at Thoothukudi Government Medical College Hospital, enhancing care for mothers and children. Development projects include beautification, improvements at Thoothukudi Melur Railway Station, and sanitation improvements in schools and panchayats.
- Initiative like Muthukal focuses on livelihood development of unemployed youth, providing training and job opportunities. They also helped Over 2300 families with providing clean drinking water.
- Sterlite Copper is also promoting environmental conservation through tree plantation drives and waste management and they also participate in social welfare schemes to build social bonds with the local community.

II. CONCLUSION

Conclusion Through these diverse initiatives focused on education, health care, environmental sustainability, women empowerment, livelihood enhancement, and community support during crises like COVID-19, Sterlite Copper demonstrates a strong commitment to corporate social responsibility that aligns with its business objectives while fostering community development.

REFERENCES

1. Vedanta Limited Official Website

The official site provides comprehensive information about Sterlite Copper's history, operations, and corporate social responsibility initiatives directly from the parent company's perspective.

<https://www.sterlitecopper.com>

<https://www.vedantalimited.com/eng/>

2. National Green Tribunal Reports

These reports offer insights into environmental regulations compliance related to Sterlite's operations and their impact on local communities.

3. Tamil Nadu Pollution Control Board Publications

This source contains data regarding pollution levels before and after the closure of Sterlite's plant in Thoothukudi along with assessments of their CSR activities' effectiveness on community health standards