NOCCI
North Orissa Chamber of Commerce & Industry

PROJECT ON CSR ACTIVITIES
Study Report
on
CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES

(January - February 2012)

Organised by

NOCCi, Balasore

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This project was supported by NOCCI, Odisha as an internship project in India, with
the participation of four interns (two from China and two from Brazil). The project aims to
spread the knowledge about CSR activities of the industries, so they can help the
improvement of the community.

Balasore, even though it is on its process of developing, the light-industries here are
of great prosperity, most of which major in plastic-making, glass-blowing, tyres and etc. We
have visited some of these industries, like Birla Tyres Ltd, Oripol Industries Ltd, Ori-Plast Ltd
and Emami Paper Mills Ltd. We ask about their agenda on social projects and CSR activities
that are being developed in the villages around, which sometimes are affected by the
factories. Thanks for Nocci we always have good reception in the industries that we go.

That is the main economic structure of Balasore, a city supported by light-industries.
However, most of the villages here are under developed, showing the fact that most of them
suffer a lot from poverty and health-problem. One of the main problems in the villages of
Balasore is that people are not so educated, revealing the reality that most of them occupy
low-tech work like agriculture or labor work. Another disturbing fact is that health-problem is
on top, the villagers do not have a clinic or health camp in the area nearby, they have to go
to all the way to Balasore Hospital, around 10km. Also they sometimes do not have enough
tube wells for their daily usage, claiming that the sanitation also is a severe problem.

The industries have social obligation for the villages nearby, but these obligations are
not always fulfilled or are not satisfactory. They have no knowledge about what the villagers
really want or what they are looking for. Therefore, the locals need assessment. We go to
the villages to talk to the local people and get information about them and their basic needs.
To know about their problems we interact with the people through social maps, with the
students in the schools and/or discussions in their clubs. We hope that by comparing the
issues here in Balasore to the problems in our countries, we can come up with new ideas
and innovations to the project.

We are supposed to always take information and evidence from our activities to have
a stating document. The report has data and photos from the villages and their local needs,
and also information and an agenda of the CSR activities of the industry.
FOREWARD

Corporate Social Responsibility is becoming an increasingly important activity for organizations across the globe. NOCCI has taken up this initiative to understand the policy & practice related to CSR, by Companies in Balasore.

Interns from Brazil and China mingled with the neighbourhood villagers to understand and prioritise their need, which has taken place in this report along with a comparison with two growing economies which sets a benchmark across global industry landscape..

The report concludes that merely providing jobs and contributing to the exchequer through taxes, is no enough. Enterprises have to look beyond their employees and shareholders, and take up some social initiatives for the people around, in a planned and formatted way. This report, hopefully would give an opportunity to our member Industries to take action in this direction, & improvise further.

Subrat Nayak,
Chairman, NOCCI Social Development Panel,
Giulia Georg

My name is Giulia Georg and I am from Brazil. My hometown is Porto Alegre in Rio Grande do Sul, but since I was five I moved to the North-east of the country, in Salvador. I lived with my mother there until two years ago, when I went back to the south to go to university in Pelotas. I study at Federal University of Pelotas; I am on my second year under graduation, majoring in International Relations. Our summer break goes for around three months so I decided to apply for an internship with AIESEC. I looked for internships only in India, as I wanted to come here since long time ago, to live and learn about the costumes and culture. I found an interesting internship in Balasore, Orissa and in the beginning of January I came! Even though the project I am working on here it is way different from the job descriptions that I applied to in the AIESEC website, I liked so much that I cannot complain.

All the interns live in the same guest house, which is great because I could interact not only with Indian culture, but also Australian, Chinese and Egyptian, the other interns who were living with me. I made such good friends and it is awful that we all have to say goodbye... The project that I am working on includes three other interns, two from China and another one also from Brazil. We work along with NOCCI (North Orissa Chamber of Commerce and Industry), who provided this internship for us. The project is about the Corporate Social Responsibility (CSR) activities that the industries in Balasore are developing to help the community around. We visited many industries to ask them about their social programs and see their factories. Afterwards we go to the villages to talk to the local people and see what their basic needs are. Is a good interaction that we have with the villagers, because they always seem really excited to talk to such different people, coming from other countries. We go to the schools to play with the kids, talk to the teachers about any facilities that the school might receive; do social maps with the locals; and gather everybody to discuss about the villages’ problems. Based on all the information we have, we write documentation about our experience, and work on a presentation to the industries, so they can improve their CSR activities.

In comparison to Brazil, I unfortunately do not know much about the industries agenda on CSR activities. Although the government has a lot of social programs to destitute people or that live on the villages. It is based on these programs that we hope to bring innovation to our project here in India; and also I am really excited to bring a lot of new ideas to develop projects in Brazil. This project helped me develop several personal skills, and I actually feel that I am contributing to a small, but still a positive impact in the society.

It is my first time in India, and I could not be happier for the decision I made. I surely want to come back again, every state has a different culture and different things to see, and I want to know them all. I need more time so I can travel around the country. Of course I faced a few difficulties here, especially for a western person. It is the hardest thing to find toilet...
paper in this district and even a place with toilet is not that usual. You also have to be really
careful where you drink your water from; everybody in the guest house already had a really
bad stomach ache. Also I am really glad that NOCCI provides every day a driver to come
and go back from work, so I do not have to drive here, because probably I would not survive
in this traffic, it is a completely chaos! However, India turned out to be my favourite country
after Brazil. I am in love with Indian cooking now, even though my first impression was that I
would not stand spicy food, as a vegetarian, food without meat here is always delicious and
easy to find. We also had the chance to see a little bit of the religion part, as we participated
at the Saraswati pooja, the goddess of knowledge and education; and went to typical Indian
weddings, see how they celebrate, and it is all very beautiful. On our first weekend here we
went to Chandipur beach, to the AIESEC Local Congress. We had a great time with the
AIESECers, that provided transportation and where to stay for us; and we also could see the
beauty of the beach where the water recedes about 5km during the ebb and returns at the
time of high-tide.

I have only to thank NOCCI and AIESEC for the opportunity they offered me. I am
enjoying every second and I am really grateful for the great experience that I am living here.

Júnior Schneider

When I left Brazil i didn't think that my job experience
could be so amazing. I'm from a small and quite city in the
southern state in Brazil. Now i live in the Capital of this state to
dedicate myself to my high education. I'm studying social
communication, public relations majoring, at Federal University
of Rio Grande do Sul. I used to work with tourism and events,
and now I could develop my personal communication skills a
lot through this Project. Unfortunately I'm not much informed
about what industries in Brazil are doing for the communities
around. I have just few examples, like Petrobras a governmental oil industry that have
actions on the big villages in the hills around Rio de Janeiro. But in my hometown, where i
have more knowledge about the villages, I'm not aware about CSR activities by industries.
We have good examples of cooperatives in the villages of all part of Brazil. People usually
have organizations in the villages where they work together, to get his own Money and also
to improve the community. We have a lot of garbage recycling projects, and the industries
use to provide raw material to this cooperative, as well as buy the recycle products like
paper for example. I'm sure that these examples could be implanted on Indian villages.

We had a lot of visits to industries and villages to go, and we tried to go in as many
as possible to get also as many as information as possible to our report. We worked hard
for it and I think that we had got visits and good interactions. With NOCCI always providing
us all the best conditions, we had nice receptions in everywhere we went. That's why we
could really identify the main problems in the villages and talk with the right responsible
people in the industries. These positive points in the developing of the Project, worked as a
motivation for me to give more from myself each day to NOCCI’s CSR activities Project and
with pleasure work to help the development of the Balasore’s village.
Besides the Project, all my experience in Balasore was awesome. I had the opportunity to know a new country, with a unique and special culture, and I did it in this last month in Balasore. I could meet, know and interact with so many different kind of Indian good people, once i went to different areas of the city, like rural tribal area; industries; family houses; temples; schools and a college among others interesting places. In fact, was a great pleasure all my stay in Balasore, where I could have beautiful moments and enjoy the Indian hospitality.

**Dai Ling**

My name is Dai Ling. My hometown is surrounded by Nanling Mountains in the southern part of China. When I went to Chandipur, I was very surprised and excited to see the beautiful scenery, because I can hardly enjoy sea in my hometown.

Now I'm studying Thai in Guangdong University of Foreign Studies. My university is famous for foreign languages and it's also the best university for Thai learners. As a Thai learner, I have been informed that if I want to understand Thailand and its people better, I should visit India and know about Indian culture and people. With the curiosity about Indian culture and people, I applied for AIESEC intern. At last, I was accepted by NOCCI (North Orissa Chamber of Commerce and Industry), and spent 43 days in India.

As one of the leading associations of industry in Orissa, NOCCI champions the cause of industries and fights for favorable government policy. CSR (Cooperate Social Responsibility) is an area that NOCCI is concerned about. I'm proud of working for such a meaningful project. I have been to many industries and villages to know what the industries can provide the villages and what the villages really need. By interacting with local people here, I know more about Indian culture and life-style, which deepened my understanding of Asian culture and widened my horizon.

During the 43 days in India, I spent most of my time in Balasore, which is a small city with beautiful scenery and enthusiastic people. The first day that I came here was spent in Chandipur, which is one of the best places to watch coast in the world. It was wonderful experience that I will never forget. Food here is so cheap and delicious that an egg roll only costs 10Rs! I love it more than any other cities in India. Most tourists would ignore such an interesting place, which makes me feel lucky to spend 40 days here.

Thanks Balasore and NOCCI for giving me such a wonderful experience to feel and touch Indian culture and people. They are so nice that I will be talking about them with everyone I will meet in the future. Best wishes for Balasore and NOCCI.
Yuxi Wang

Hello, my name is Feelexy. I’m from GuangDong University of Foreign Studies, China, majoring in finance. I come from costal city---Shantou, known as Swatou, which is located in the southeast part of China. My hometown is famous for its fantastic historical interest and traditional customs, which is noted down in the pages of Chinese conventional culture. Also, the seafood and street food here is quite delicious, attracting majorities of foreigners to come here and taste them. As the son of the sea, undoubtedly I fall in love with swimming. I used to swim twice a week until my family migrated to Shenzhen, an energetic and young city in China.

I start my university in Guangzhou and is now just my first year stay in Guangzhou. Compared to my permanent home---Shenzhen, Guangzhou is a city well-combining historical culture and modern atmosphere together. And I am now get accustomed to everything in Guangzhou and gradually fall in love with old but fashioned city.

And as for my hobby, besides sports, I usually spend my spare time drawing, for which I consider drawing can release all the pressure from my life. In addition, the content of my picture is maintained in describing my daily life and feelings, which can be regarded as a kind of special dairy. I take it as a tool recalling my memory when I was old. Also reading is another thing occupying my leisure time. Fiction and drama definitely enjoy a great popularity among all the books I have.

Interested in backpacking around the world, especially exploring the mysterious civilization in the world, I chose India as my internship destination. India, as one of the civilized historical countries, is distinguished for its religious culture and strange custom, to some extent. When I stepped into this ideal country, I was trapped in enthusiasm and passion from people in India. What I want to emphasize is that the buildings in this country, the items, the lights, and even the cows seem to possess such kind of charming-power, catching my eyes and make them fixed.

Though I just have been a small section of India, I am now in deeply loved with this fantastic country. I enjoy all the things in India and I hope can spend some time here so as to travel around India, which devotesme to this wonderland.I love India.
INTRODUCTION

Corporate Social Responsibility (CSR) is becoming an increasingly important activity in the era of globalisation. As globalisation accelerates and large corporations serve as global providers, these corporations have progressively recognised the benefits of implementing CSR programs in various areas. The rationale for CSR has been articulated in a number of ways. In essence, it is about building sustainable businesses, which need healthy economies, markets and equitable societies.

Some of the key drivers for CSR are enlightened self-interest which involves creating a synergy of ethics, a cohesive society and a sustainable global economy where markets, labour and communities are able to function well together; investment in social and physical infrastructure and enhancing the well-being those sections of the society lying at the bottom of the pyramid. Corporate Social Responsibility activities assumes a greater significance in countries like India where there is glaring poverty and inequality amidst plenty.

India, is a developing country which is becoming more and more important in the world. Indian industry, business and enterprise have changed, and more investment is being applied in many sectors. That includes the need for policy advocacy for a conductive environment for sustainable business growth in the region and state.

As a state in eastern part of India, Orissa is now developing industry with a high speed. Balasore (or Baleshwar) is one of the most important district of Orissa, it finds place not only in the National map but also in International map because of its history, geographical situation, culture, marine development and important institutions. Education in Balasore is also advanced, it has some of the best MBA and Engineering Colleges and the highest literacy rate of 99% in the State of Orissa.

NOCCI, North Orissa Chamber of Commerce & Industry, is an NGO whose vision is to identify and strengthen the role of industry and commerce of North Orissa in tandem with the economic development of the state, and country. Founded with the aim to bring the industries, trade and commerce of North Orissa closer for providing a meaningful forum to interact to keep pace and integrate with the development of the state as well as fight for the rights, NOCCI shall be the interface for companies that want to do business both at the local and global level. NOCCI would catalyse change for its member companies of all sizes, both from public and private sectors, by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities through a range of specialised services.

This winter, NOCCI has commissioned a survey in villages and industries to help those industries fulfil their social responsibility while improving the villager’s life by discovering the basic needs of villages. By giving presentations to these industries, they can engage their selves into it.
ACKNOWLEDGEMENTS

First of all, we would like to thank NOCCI for all the support given and of course, for the great project that we worked together. In this project we could develop so many personal skills that we would not be able without this experience in Balasore. We want to thank specially Mr. Madan Maharana for the everyday company and helping us with all the obstacles that we faced; Mr. Amit Behera for the great conduction in the project, which we would not be able to do by ourselves; Sudipta, the translator provided by NOCCI, who did such a good job working with us in the villages and helping in the interaction. Thank you NOCCI for all the supply in the project and facilities as accommodation and transportation.

If it was not for AIESEC we would have never applied for this internship and learned everything that we are living in India. We also have to thank them for such a great reception that makes us feel like at home; and all the facilities provided not just here in India but when we were in our countries, with advices and guidance to our trip, including documents, assistance and visa.

Prava is a non-government organization that also was providing a great project to two other interns. They helped us introducing the project and communicating with the villagers; specially Mr. Subrat Nayak, who not only supported us coming to our first village visit, but also with anything else that we needed.

We also want to thank the District Collector & Magistrate, Dr. A.B. Ota I.A.S for dedicating his attention and time to our project. His knowledge and experience added a lot of value to the final presentation and report.
REPORT

1. Industries

1.1 Emami Paper Mills Ltd

Giulia, Junior, Dai Ling and Yuxi went to Emami Paper Mills industry on January 24th. The industry is a part of Emami Group which possesses diverse business interests in FMCG, edible oil, paper, writing instruments, healthcare, retail departmental stores and real estate. Emami Paper is specialized in manufacturing newsprint, writing and printing paper. When we went there, the Assistance of the Vice President of HR and IR, Mr. A. K. Upadhyay showed us a great presentation about their CSR activities. They care about the basic needs for a human being to live, like education, sanitation and health. We were informed that some of the villages close to Emami are Kathasangada, Rasulpur, Aramala, Dolagohira, Nalapatana, Baharda, Dhobeity, Remuna Bazar and Mitrapur, where they develop their social programs. The industry has a good education program, they provide accessories for the schools, around 70 schools, like free notebooks, desks and chairs; they also built a school for local villagers. They told us that they also give facilities to some orphanages, like iron beds.

In the health area, there’s a project called Mobile Health that they send their own doctors to do check-ups and distribute free medicines for those who need. Also they have 12 tube wells and toilets built in the villages in an area of 30km away from the factory. To improve more the local health, 2 months ago they started to give breakfast to them every day; and in the summer, they provide drinking water in 4 to 5 kiosks.

For the infrastructure of the villages nearby, roads, street lights and temples were built. Also for the best living of the community they support weddings to the local that cannot afford for it. Although they showed for us these activities, we went to some villages close to the industries and we founded some needs in the villages. In Gourpur and Begampur, we found out that children receive some basic facilities, like notebooks and uniforms; but in the Gourpur village, a high percentage of the villagers are not going to the school because they do not receive these facilities in the beginning of the classes, and also they have no street lights. In Rasulpur, they receive day-meal and uniforms at school, but no notebooks.
1.2 Birla Tyres

On February 6th, Giulia, Junior, Dai Ling and Yuxi, with the company of Sudipta, went for the second time to Birla Tyres, now with the new questionnaire about CSR activities. Birla Tyres first plant in Balasore was set up in 1991; it is a division of the B K Birla flagship Kesoram Industries Limited. It produces different types of tyres, to domestic use and also exportation; and it is recognized as one of the best tyre manufacturers in the business today, as also an oligopoly in Balasore. Birla Tyres has 4000 employees, and most of them are men. The industry provides to them free accommodation and food, so they can save on living expenses. Their salary varies around Rs. 15000.

They do not have a social policy or CSR activities going on. Mr. S. Roy Choudhury told us that they had already provided drinking water to Bampada village through a tube well. He affirmed that Birla Tyres needs to work on some social project for the villages nearby, and is willing to help us in developing activities that meet the basic needs of the community.

Close to Birla Tyres there are many villages where many workers live. When we went to Sutei Bodaga, we noticed that one of its main need is water supply, they have only 7 tube well and they said that it was not enough to them. Somnathpur village, where a local person informed us that around 50 employees from Birla Tyres lived there, is a developed village compared to others that we visited; but the villagers complained that they have no electricity in their houses and that Birla Tyres promised to assure that for them. In Saraswatipur, they wish they had a better system of water supply; they only have 2 tube wells in a village with 50 families. In Bampada village, which is another village close to Birla Tyres, they have no facilities at all, but we think that maybe Birla Tyres could provide regular health camps, since the hospital is too far from them. Also in Chanapur village, they need regular health camps; Balasore Hospital is 10km far from this village.

1.3 Balasore Alloys Ltd

Giulia, Junior, Dai Ling and Yuxi went to Balasore Alloys on January 25th and had a nice conversation with Mr. Routray, the vice president of Human Resources. Their mission is based on ethical actions and social responsibility, with innovations and new technologies constantly searching to improve the wellbeing of stake holders and
surrounding community. Balasore Alloys is part of the Ispat group of Companies, a major business house in the country, which is promoted by the Mittals. It was inserted in Balasore in 1984 and at present it has 5 furnaces with total capacity to produce 95,000 MT bulk Ferro Alloys per annum. Within these different furnaces, the company has the flexibility to produce different types of Ferro Alloys as per market dynamics.

Regarding their CSR activities, they focus especially on education. There about 6 villages nearby the industry, which are Balgopalpur, Gourpur, Rasulpur, Bidyadharpur, Mukhura and Nuapadhi. They help schools in most of those villages, giving salary to the teachers, with infrastructure and tools to aid the proper development of the students. They also have health camps, where people are given free treatment, medicine and doctors. It happens near the company, once every 3 months. For a better improvement of the health of the villagers, is provided drinking water to the local people, by building tube wells in strategic places.

Mr. Routray seemed to be really interested in our project and told us that we can send to him our report about other needs that the villagers might have, and that he would contribute to the project.

When we visited the villages nearby, we could see that in Rasulpur and Begampur there is a big sanitation problem. Rasulpur does not any pond and only two tube wells in the village. In Begampur, some of the villagers have water supply in their own houses, but there is just one pond in the village and that was quite dirty. In Gourpur and Goberdhanpur villages we could see that there was no infrastructure in the primary schools, they should have desks, chairs and more classrooms for a better improvement of their studies. Also, in both villages, the local people complained about the pollution caused by the industries, which impairs their production; maybe the industries need a more effective environment program.

1.4 IndianOil Corporation

On February 10th Giulia, Junior, Dai Ling and Yuxi in the company of Sudipta went to Indian oil industry and talked to the Plan Manager, Mr. Bishoi. Indian Oil Company produces petrol, high speed diesel, Indane gas, petrochemicals, among others; and works on the entire hydrocarbon value chain – from refining, pipeline transportation and marketing of petroleum products to exploration and production of crude oil and gas, marketing of natural gas and petrochemicals. Indian Oil head quarter is in Bhubaneswar and this one in Balasore is just one of their manufactories.

As a social department, they have a Human Resource office, but it is not engaged with CSR activity. They said this should be in charge in Bhubaneswar office. As we saw in their web site, Indian Oil Company does seem to have quite a lot of social activities. Indian Oil is a factory that fills up cylinders with gas, and in concern about the safety of the villagers
around, like Saraswatipur and Chandipur, they developed a program that distributes booklets with “what to do and not to do” with the cylinders to avoid accidents. They go to the villages for this program every 6 months. Their environmental program includes tree plantation nearby and protect the quality of water and air.

In the factory there are 100 workers, 64 are labor workers from the villages, and the rest with permanent jobs. The workers receive many facilities from the industry like transportation and medical facilities. In case their family gets sick, the industry provides help to them as well.

When we visited Saraswatipur village, on February 1st, we could see that they have several problems, like lack of proper education, as they do not have an Upper Primary School; health, because there is no hospital nearby, only Balasore Hospital that is 10km far, neither a clinic or health camp; also in the infrastructure issue, they need paved roads and street lights in their village. But the main issue probably is there they have no toilets or enough tube wells for drinkable water and to take bath. As Indian Oil is a big company and is insert so close to this village, we hope that they could talk to the headquarter in Bhubaneswar to give them some support so they can also start a good social program here in Balasore.

1.5 Hyderabad Industries Ltd

On February 7th morning, Giulia, Junior, Dai Ling and Sudipta visited Hyderabad Industries and talked about their plan for CSR. Although the industry was setup in Balasore just at 2008, the Hyderabad Company is a flagship of the C.K. Birla Group of Companies. We had not a good reception in the industries, we could not in fact go into the factory and after a long wait we had a meeting in the security cabin. We do not know exactly the function of Mr. Upendra Mahapatra, the man that received us. In our talk he told us that as a new industry in Balasore, Hyderabad did not do much for those villages nearby (including Somnathpur, Naharajipur and Sutei). On Hyderabad website we could find nice vision and mission, where they talk about environment friendly products by following green and safe practices; global best practices in Safety, Health and Environment and being an organization that meets its social responsibilities.

However, in Balasore, Mr. Upendra Mahapatra told us that they have just a plan to provide the school children with drinking water. When we visited Somnathpur, we found that the primary school in Somnathpur needed a boundary to protect those young students. So we told Hyderabad Industry to see if they can provide help. But they said that the government is already doing that. In their opinion, government is a medium, who get money from the industries and benefit the villages.
Mr. Mahapatra said us that they already provide at Somnathpur a health camp. He was not allowed to give us his industry mail id; and we also were not allowed to take pictures inside the industry. We appreciate their responsibility to society as a young industry. But we really hope that their plan will practise smoothly and effectively, like they appear on the website. Saraswatipur is a poor village, which needs their help eagerly.

1.6 Ori-Plast Ltd

On February 11th Giulia, Junior and Dai Ling, with the company of Sudipta, went to Ori Plast industry and talked to the Chief Operating Officer, Mr. Dave. Ori Plast was founded in 1956, and was pioneer in production of plastic pipes. With this large experience, Mr. Dave said their first concern on their products is quality; even if this cost higher. To keep the quality they have an independent building to quality control, besides the natural reservoir to store rain water and use it. The Balasore plant is the oldest one; they also have factories in Rajasthan and West Bengal. They were also one of the first industry that started interactions and development activities with the community. Even before the CSR activities became documented by the government, 10 years ago. But nowadays they do not have an effective social work project.

They have 500 employees and 60% are tribal’s from Kuruda and Alupur villages. These people passed by a training process provided by Ori Plast to them become employees. Once these people start to work on Ori Plast they become effective employees, they are concerned about the worker loyalty. That’s why they have examples of works with 25 years of Ori Plast. For the entertainment of their workers and family they take them to picnics and to know the factory, that is a good interaction, and we have this kind of programs in Brazil. As an environmental program, besides the water, they do not use recycled material or reuse it, but they put up advertisement boards on the streets to concern people about the environmental issues and solutions. Some donations are also given to hospitals around.

The industry does not have a specific department on CSR, we think that as a big industry they must have, but the person in charge of the social programs is the Chief Operating Officer, Mr. Dave; so we imagine it might has effective programs.

1.7 Utkal Polyweave Industries (P) Ltd

On February 6th, Giulia, Junior, Dai Ling and Yuxi with Mr. Maharana’s company went to Tara Tarini Industry. It is a modernized and full-automatic factory that produces plastic bags. The majority of work is completed by auto-machines, which reduces the risk of
workers in the process of producing. They have a large production and also manage exportations. Meanwhile, it improves the efficiency of manufacturing and lowers the burden of the workers, decreases the number of employees.

We talked to the Chief Director Mr. Maji, who informed us that Tara Tarini Industry provides free health check for the workers in the factory every once a year, which we consider that it is not enough for the workers and their family Mr. Maji proclaimed that they have given plenty of donation to different charities and NGO’s, which are planned to improve the welfare of the people in the villages nearby. However, there was no record for these kinds of donations, and we cannot also have good information of these activities. That’s why we have the idea that Tara Tarini Industry is not much engaged with CSR activities and has no specific department or expert majoring in social programs. In the other hand, we have a lot of information about needs in villages around Balasore, and we hope that they start a CSR project to develop the city infrastructure and their own image with the people. They announced us that they will devote themselves into acting in CSR activities if we give them an accurate and suitable direction in our report.

1.8 ECP Industries Ltd

On January 27th, Giulia and Junior visited ECP Industries and got a chance to meet Mrs. Mishra, the president of ECP Industries, and take a look at the factory. On this first occasion, we knew the Valves & Regulators division. ECP industries started their manufacturing activities in 1983, later they started a multi production and since 1988 they use the ECP Industries Ltd name.

They have some CSR activities, and the main point is that they employ destitute and divorced women, who have difficulties in finding a proper job in India. We can’t see this kind of discrimination in ours countries. Around 80% of their workers are women. As they are alone with their children, we could see a kindergarten in the factory where the children spend time while the women work. To others workers families ECP Industries provide books, clothes and when required, additional money for their education. They also provide some tools, like blankets to orphanage and schools; on special days they give gifts like toys and sweets to the kids. In another day, we could visit one of these orphanages with Mrs. Mishra, and also visit the ECP LPG Cylinders, that is a bigger division.

They also have an environmental plan, where they plant trees nearby their factories and another places as well. The villages nearby are Basta, Durgadevi, Remuna, Baliapal.
and Jarkapada. For the health care of these local people, they make health camps that are specialized in eye treatment, providing also free checkups and medicines. ECP Industries have committed themselves to providing us with an expert worker to come to the villages with us and help develop our project in their spare time sharing his knowledge.

**1.9 Kanika Furnitures (P) Ltd**

On February 2nd Giulia, Junior and Dai Ling went to Kanika factory and talked to the managing director, Mr. Bimal Agarwalla. We could see the manufacturing of iron to the base of furniture and afterwards of wood to complete the structure of the product.

They are using MDF wood and try to advise people to choose this type of material. MDF, medium-density fiberboard is a kind of environmental-friendly material. It is an engineered wood product formed by breaking down hardwood or softwood residuals into wood fibers.

Kanika industry does not have a social policy and is not much engaged with CSR activities. They have given money to NGO's that helps the villages nearby; these NGO's provide health camps with free medicines and blankets. But unfortunately, they couldn't tell us more details about the NGO or their specific action and plan.

For the workers, the industry provides a colony so they can live and save the money that they would spend with transportation. Also some facilities are given to them, like uniforms and trips with their families. Besides Kanika actions, Mr. Agarmalla is a member of Lions Club, an organization that helps poor people.

We have been to Bampada and Chanapur, which are near the KanikaFurnitures. The main issue in Bampada village is water supply, they only have one tube well and one small dirty pond to a whole village that contains 300 families. Also there is no street light, which makes the villagers' life even more dangerous, because they live just beside the railway. In Chanapur, they really need regular health camps; the closest hospital is 10km far from the village, in Balasore Hospital. We think that KanikaFurnitures is capable enough to solve the villagers' problems.

**1.10 Oripol Industries Limited**

Oripol is a factory majoring in producing plastic bags. As NOCCI interns, Giulia, Junior, Dai Ling and Yuxi went to Oripol industry on January 24th and talked to the president Mr. Behera. It was a friendly and happy conversation. It is not a big company but it has the sense of social responsibility to improve the condition of the villagers by its efforts, which is
appreciated by us. Oripol has a plan of CSR activities that focuses on the education of the villagers. Concerning about the lack of quantified teachers in village schools, they developed a program that experts go to some schools to teach extra classes every day.

They are also good mentors for youth. They offer practical and useful guidance to educated youth and some of their workers to start a business on their own. This program encouraged youngster to make progress and have their own world.

Although producing plastic products, Oripol has a strong policy for the 3 R’s (Reduce, Reuse and Recycle). They plan to spend about 3 months educating people to use as few plastic bags as possible by advertising on their website and possibly in the streets. They also try to collect and buy used plastics from their customers, in a way to reduce and reuse wasted plastic.

Mr. Behera, the president of Oripol, took us to a village on January 25th to visit the local people so we can get to know them better. The experience in village was so wonderful that we get more information about Indian village. We also wrote about the condition of that village in our report.

1.11 Polar Pharma India Ltd

On February 7th Dai Ling, Giulia, Junior and Sudipta went to Polar industry and talked to Mr. Mohanty, its Personal and Administration Management.

The industry had been closed for two years because of the financial crash. In 2011, it was reopened, so they have not started any CSR activities yet. The industry manufactures male latex prophylactics and they sell them to the government. Then the government provides hospitals, special clinics and some villages for distribution. It means that this industry help controlling the population indirectly.

Although producing latex products, Polar Pharma also has an environmental policy that is committed to provide a cleaner environment by recycling and reusing programmes and prevention and control of pollution. Mr. Mohanty is aware about 5 villages nearby where most of Polar employees live, but he doesn't have specific plan and strategies to benefit these villages.
As a newborn industry, Polar Pharma needs guidance on the basic needs of the villages nearby to start its CSR project. We will help it by visiting the villages that are near Polar Pharma and giving presentation on CSR to them. One of the villages that we visited close to Polar Pharma, Saraswatipur, needs street lights and also a sanitation program, implanting toilets. Also in Somnathpur and in Sutei Bodaga village, the closest hospital is around 10km far from the villages, they need regular health camps. We hope that Polar Pharma can help them effectively.

1.12 SNM Rice Mill

On February 9th, Giulia, Junior, Dai Ling and Yuxi, went to SNM industry with the company of Sudipta and Emily, an intern from PRAVA. SNM Rice Mill is a group that produces rice-made-products. The industry that we visited is a new one with very well-decorated offices. Mr. Somani and we had a friendly and happy conversation on CSR in his office.

To improve the villagers’ living condition, SNM buys rice from farmers with a higher price than the government. Besides, they offer seasonal help to teach those villagers how to improve production in order to help them produce better rice and live a better life. This is a win-win strategy because at the same time they also help themselves to get rice with better quality. We really appreciate their wisdom and kindness. For any sudden national calamities, within 100km, they support injured people, giving drinking water, food, mattresses and other supplies.

They also develop a relation with NGO’s by donating rice if required. As for environment protection, they have a policy of no pollution that involves tree plantations and Effluent Treatment Plants (ETP), which is made with their own tank in the industry. They plant trees in the villages during the harvest season as in the offseason they reduce their work-time.

Besides, SNM also provides quarter for its workers, sells some facilities to them and helps them with medicines, even to their family if necessary. They have a plan that in 3 or 4 months a water line will be built and also a great program recycling will be implied.

As a new industry, SNM has done a lot for villagers and the workers that come from villages. But we think that they can do better by setting up a department to take responsibility of CSR. We hope that they can make a specific plan for their CSR activity and budget in the future.
1.13  Hari Udyog (P) Ltd

On February 9th Giulia, Junior, Dai Ling and Yuxi with the company of Sudipta and Emily, went to HariUdyog, a factory that produces mainly polymer products. We talked to the General Manager, Mr. Ray, and he told us that the Human Resource department has 6 people in charge of the CSR activities of the industry.

He claimed that they care about the welfare of the workers and provides them with some facilities and services. However, he did not directly point out what kinds of facilities they supply or any other details about the services. As HariUdyog majors in producing pipes, Mr.Ray claimed that they had once supported the natives with an opportunity of making fortune which required the villagers to produce pipe threads to the industry, through which they could make a living. What’s more, he announced that the industry had provided pies for the agriculture irrigation in the nearby villages. Still this has not been proved yet.

As for the social policy, he said that the industry sets up a fixed social policy that they give donations to orphanages and help build temples in the villages regularly. Also, he stated that the industry has an eco-friendly system, which is listed as follows: they possess advanced-technology machinery helping them release 0 carbon dioxide to atmospheres, which arouse our curiosity and doubt that how can the reach this unbelievable standard; they advocate tree-plantation in the factory so as to purify the air surrounding the factory and beautify the working environment for the workers, which can be apparently seen during our visits. Mr. Ray said he often visits the villages nearby, Kuruda and Camavar, where 90% of his employees live, which he affirmed that the villagers have a good way of living.

From our perspectives, there are some certain points that should be paid attention to. The first one I want to emphasize is that some detailed evidence should be provided in order to prove that the industry had done these ranges of CSR activities to the nearby villages in reality. For example, the budget in CSR activities may be shown to the public. Records are essentially needed in donations and undoubtedly some photographs ought to be taken. If possible, people in charge of CSR program should take the responsibilities to show us around the nearby villages to guarantee what they had done before.

1.14  Kumar Ceramics Pvt Ltd

On February 13th Giulia, Junior, Dai Ling and Yuxi went to Kumar industry to talk to the Manage Director, Mr. Mukul Kumar about their CSR activities. As a small industry and a member of NOCCI, they have a development program of CSR activities within other small industries, which is provided by NOCCI. This project includes toilets, tree plantation and implantation of health camps to the villagers. Even though it is a nice project that gives opportunity to small industries to develop big social programs in terms of the reason that
they could not afford prospectively, the frequency is just once per year. Apparently, it is far beyond the need of the villagers’ ground.

One of the most starring point of Kumar industry is recycling and reusing. Once they have leftover of materials, they will reuse them as raw materials to make new products on the next process. This obviously reduces the waste of ceramics. Mr. Kumar said that for the transportation of the ceramics to the trucks, labor workers from the villages are required. So they can have an employment, even though is not permanent. Also, whenever a sudden calamity happens, they work together with other industries to give support to the injuries areas and people.

From our perspectives, we suggest that Kumar industry can focus on providing permanent jobs for the villagers nearby, in combination with other small-scale industries. In this way, not only could the industries colony benefit from this method, but the villagers can make a better living from this method. Also, considering these ranges of small-scale industries, we advice that they should have a more detailed, timely and frequent co-operation on CSR activities. On one hand, they can raise more money and combine their wisdom together through co-operation, which makes it easier to communicate with the villagers and know more about the villagers. On the other hand, only through this way can these kinds of industries have the capacity to take these social responsibilities and do well in CSR activities in the future.

1.15 Jagdamba Polymers (P) Ltd

On February 13th Giulia, Junior, Dai Ling and Yuxi with the company of Mr. Maharana went to Jagdamba industry and talked to the Manager Director, Mr. C.P Bhartia about their CSR activities. As a member of NOCCI, Jagdamba Polymers is also involved in the NOCCI’s cooperate social responsibility program which includes tree plantation, health camps and implantation of toilets in the villages. Apart from this, Mr.C.P.Bhartia told us that they have set up their own project of tree-plantation in the factory as well as in the nearby villages.

The most sharpening point of this factory is that they do a quite brilliant job in preserving energy. As the main social policy they conduct, they pay a lot of attention on this project. Some advanced-tech machines have been injected into the factory so as to help
save the energy. Also, policy like timely power-off is strictly obeyed in this factory. Since they started this social policy, they have succeeded in conserving 18% of energy compared to last year. And due to this excellent achievement, the industry was awarded the National Energy Conservation Award in 2010. In addition, the manager claimed that they have undergone a plan to reuse the water used in the process of making house ware furniture. Also, they reuse the leftover material to produce the new product.

Another individual program conducted by this industry is a computer educational program in Balasore jail, though it is not covered in the villages. The program is carried out as follow. First the HR department in the factory is directly in charge of this program. They provide instructors who are engaged in computer operating and other basic facilities like computers for the prisoners. And then these kinds of instructors would go to the jail for teaching in turn. And the frequency is always fixed in 4 days a week. The program’s duration is about 4 months. There have been already 36 people graduated in this course.

As is mentioned above, Jagdamba industry, a mid-scale industry, take many individual actions compared to those small-scale industry, though, still it do not have enough ability to conduct all the CSR activities. Therefore, some suggestions are given to these sorts of mid-scale industries as follow from our results of discussion. Firstly, the mid-scale industries ought to act more initiatively and cooperate actively with the homogenous industry nearby. They can found a small colony or organization like NOCCI and arrange some particular person to take charge of CSR activities. Secondly, the government should take some actions to encourage the industry to participate in CSR activities. For instance, some specific prizes can be awarded to those who devote a lot to CSR activities and contribute a lot to build a harmonious relationship between the industry and the villages. Lastly, as for the mid-scale industries themselves, they should spread the importance and the significance of CSR project among the workers. Also some prize-awarding systems can be set up inside the factory so as to attract more people to take part in this meaningful activity.
2 Villages

2.1 Sutei Badagan

On January 20th, we paid a visit on Sutei Badagan village, surrounded by both Birla Tyres and a beer factory. We divided ourselves into two groups so we could get in touch with more people and better analyze the situation there. Prava supported us through providing an interpreter, Santosh, and their intern, Emily. They went with Giulia and Yuxi and together made a social map with the help of the villagers, one in particular called Lili. The villagers and the social map identified some problems as listed. The first one is that clean water is an essential need in this village, because there are only 7 tube wells in the whole village, and they said that it wasn’t enough. Also there are no bathrooms and toilets in any households that we visited.

Another fact is that most of the villagers make their living on agriculture work, while only a small fraction of them work for the factory. We also found out that there are 2-3 children in each family, most of them remaining illiterate. Most of them have simple entertainment facilities like radios, but no TV is available for the villagers. The electricity supply is always on.

Junior and Dai Ling, with the company of Mr. Subrat and Tusar from Prava discovered that the most important needs in the village are education and health care. The village in fact has a school. We had a wonderful visit there, and the students were really fascinated with us and friendly when we talked to them. From our observations, this school is the best building in the village. In China, villagers live much better than these Indian villagers in Sutei. We can see their enthusiasm in education, which is very important to children.

But we still hold the opinion that we can make it better. Our first action was to invite a good teacher into the school. So we visited Jhadeswar Institute of Engineering & Technology, a polio technique school which is close to the village. We had a good reception like we did in the school, and the students seemed to accept our suggestion. To upgrade the education in the village school, we requested that some engineering students teach the children some basic technical skills. This aims to ensure a better future, as it attends to one of the basic needs of the village.
As for the health care, there is only one doctor who is not certified in the village. They don't have a hospital, not even a clinic. In China, every village has at least one clinic, and there is at least one nurse and one doctor in the clinic. We really hope that some industries can build a clinic with completed facilities for them; maybe Birla Tyres, for it's the biggest one around that village. It would be better if they have regular health check-up, health care is one of basic needs of the village, and more attention should be given to it.

| Tube well | 7 |
| Toilet   | no |
| Street Light | yes |
| Electricity | yes |
| Paved road | no |
| Primary school | yes |
| Upper primary school | no |
| High school | no |
| Source of income | agriculture |
| Health | no |
| Main problem | Health / water |

2.2 Bangargaon

Giulia, Junior, Dai Ling and Yuxi visited the village Bangargaon on January 27th with Mr. Maharana and we found that their most important need is health care. The closest hospital is 2-3km from the village and the villagers need to pay for their medicines, even though it cost less for needy people. We walked around with the villagers and their leader that Mr. Maharana introduced to us informed that there are around 600 families there, most of who work on agriculture. While few of them run their own business such as grocery shop or bottle-selling. Also small part of them occupy in factory jobs. These ranges of jobs are the main origin of their income. He also told us that majorities of the kids in this village go to the nearby school, which called Naraharipur primary school.

As we paced into the village, we saw some houses preparing for the celebration of the “Saraswatipuja”, accompanying with music and beautiful decoration along the whole way. We also observed that some of the houses even had air conditioners and toilets; but most of the rest responded that they do not need toilet. Everything can be done in the pond of this village, which revealing their lack of basic knowledge of sanitation and health. According to our observation, there are also streetlights and electricity facilities covering almost the entire village. And most of the roads are already paved. Water supply is enough in this village, resulting from the fact that there are 11 tube wells in the
village. However, the quality of the water still is waiting for being improved, which shows the essential need of water pipes in this village.

In order to have a deeper communication with the villagers, we went to a local house of this village and have a nice chat with the natives. Most villagers here are leading a happy life for which basic needs are widely satisfied in this village. However, in their eyes, some issues still exit and should be overcome in the future. For example, the main plight they desire to solve is the health problem. Most of them complained that the hospital is far away from their village, which is very inconvenient for them. In addition, they claimed that some health camp should be provided regularly by the industries nearby as this responsibility is one of the CSR project that is commonly mentioned. In our opinion, some basic medical knowledge and the importance of clean sanitation should be injected into this village. Only in this way can they lead a much better life.

<table>
<thead>
<tr>
<th>Population</th>
<th>600 families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tube well</td>
<td>11</td>
</tr>
<tr>
<td>Toilet</td>
<td>no</td>
</tr>
<tr>
<td>Street Light</td>
<td>yes</td>
</tr>
<tr>
<td>Electricity</td>
<td>yes</td>
</tr>
<tr>
<td>Paved road</td>
<td>yes</td>
</tr>
<tr>
<td>Primary school</td>
<td>yes</td>
</tr>
<tr>
<td>Upper primary school</td>
<td>yes</td>
</tr>
<tr>
<td>High school</td>
<td>yes</td>
</tr>
<tr>
<td>Source of income</td>
<td>agriculture</td>
</tr>
<tr>
<td>Health</td>
<td>2-3 km</td>
</tr>
<tr>
<td>Main problem</td>
<td>Health</td>
</tr>
</tbody>
</table>

2.3 Gourpur

On January 30th Giulia and Junior went to the Gourpur village with a translator provided by Nocci, called Sudipta and walked around the village talking to the local people. The village has 400 people and 10 tube wells, which are divided between the 10 castes, one tube well each.

Their main problem seems to be unemployment. They do not have an opportunity to work in the factories nearby (Balasore Alloys and Emami Paper) because they are not qualified. The primary school did not have many students and just four teachers. We interacted with the students through a social map, and found out most of their parents worked in the industry. The school needs a better infrastructure, does not have many classrooms and no desk or chair. Some of the villagers we talked to had to drop out of school because they cannot afford to pay for school materials; the facilities that
the government should give are given just at the end of the year, instead of the beginning, when classes begin. And the education in that school has a low level, so they think is not worth it to send their kids to school. The industries could pay more attention in the local education, providing more facilities, especially in the correct time when class begins; or improving the teacher’s qualification, by techniques courses for these professionals.

Most of them have electricity in their houses but there are no street lights. Some of them have TV and few of them have a toilet, and it is something that could be attended to. The closer hospital is 10 km away from the village. The local man who was helping us was sick and he got free check up and medicines at the hospital, but him and the other villagers told us that they want a closer health camp.

As they cannot have a qualified job, they live mainly of cultivation and agriculture. But they said the production is impaired because of the pollution, such as acid rain, caused by the nearby industries. They also need tree plantations, not only to improve their agriculture, but to build houses.

<table>
<thead>
<tr>
<th>Population</th>
<th>400 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tube well</td>
<td>10</td>
</tr>
<tr>
<td>Toilet</td>
<td>few houses</td>
</tr>
<tr>
<td>Street Light</td>
<td>no</td>
</tr>
<tr>
<td>Electricity</td>
<td>yes</td>
</tr>
<tr>
<td>Paved road</td>
<td>yes</td>
</tr>
<tr>
<td>Primary school</td>
<td>yes</td>
</tr>
<tr>
<td>Upper primary school</td>
<td>no</td>
</tr>
<tr>
<td>High school</td>
<td>no</td>
</tr>
<tr>
<td>Source of income</td>
<td>agriculture</td>
</tr>
<tr>
<td>Health</td>
<td>no</td>
</tr>
<tr>
<td>Main problem</td>
<td>unemployment</td>
</tr>
</tbody>
</table>

### 2.4 Gobardhanpur

On January 31st Giulia, Junior and Dai Ling went to Gobardhanpur village with Sudipta and spent a lot of time talking to local people and collecting information. We went to their club so we could talk to all the villagers; the club was built by the local people with some financial support from the government. Other financial support from the government is sometimes directed at only one part of the village, to a specific caste.

People there mainly live on agriculture, but they do not have their own land. So they have to lease from other people and pay with their production. Additionally, because of the pollution, especially that coming from the industry, their crop is not enough for selling and eating. They also need toilets in their houses,
there is no sanitation in the village; they all bath and wash clothes in a small pond. They have drinking water and electricity in their houses, but no streetlights.

The nearest hospital is about 7km from the village, where they get free check-up and some access to medicine, but it is still too far away, and they would like a health camp at least once a month in their village.

As for education, they have primary and high school. In the primary school, they have uniforms and everyday meal provided by the government and notebooks and paper provided by Emami Paper; but those facilities are only provided in the first five years, so not all of the villagers go to upper primary school. Also, the school is in bad condition, they have drips and no desks or tables. In the rainy season, one of the classrooms cannot be used because it gets filled with water. High school is a bigger school that gets help from the government and industries around. Government provides food and uniforms for grade 8 and bicycle for girls and tribal people from grade 10. Emami Paper gives 300 notebooks and paper every year; Balasore Alloys gave Rs.2000 last year.

The most urgent need is water. First, they want one more pond in which they can take a bath and do the laundry. Second, there are very deep wells which run out of clean water in dry season. The villagers cannot get enough clean water for drinking and washing this season.

<table>
<thead>
<tr>
<th>Tube well</th>
<th>pipes to houses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toilet</td>
<td>no</td>
</tr>
<tr>
<td>Street Light</td>
<td>no</td>
</tr>
<tr>
<td>Electricity</td>
<td>yes</td>
</tr>
<tr>
<td>Paved road</td>
<td>yes</td>
</tr>
<tr>
<td>Primary school</td>
<td>yes</td>
</tr>
<tr>
<td>Upper primary school</td>
<td>no</td>
</tr>
<tr>
<td>High school</td>
<td>yes</td>
</tr>
<tr>
<td>Source of income</td>
<td>agriculture</td>
</tr>
<tr>
<td>Health</td>
<td>7 km</td>
</tr>
<tr>
<td>Main problem</td>
<td>water pond</td>
</tr>
</tbody>
</table>

2.5 Rasulpur

On 31st January Giulia, Junior, Dai Ling and Yuxi went to a Rasulpur village with Sudipta. The village is divided into two casts, having around 300 people prospectively. The village has two tube wells and two taps. The taps come from the dormitory of Emami Paper’s.

Being in the BPL governmental program, most of the villagers possess the electricity power. Their main problem seems to be unemployment because most of the villagers do not have the qualification for a permanent job. What’s worse, there is no hospital nearby. Even
though they can get free health check-up and medicine, the place where they can obtain these welfares is Balasore hospital, which is located 10km away from the village.

In addition, they do not have any sanitation, which means there is no pond and toilet for this whole village. Last but not the least; health problem should be highlighted in this village. From our perspectives, more health camps should be provided by the government or maybe some clinic or hospital constructed nearby.

As for the education problem, all the schools are quite far from the village, showing the fact that primary school is about 4km away while the high school is about 5km. One of the pleasant things is that most of the students claim that they get basic materials for free like notebooks, uniforms and daily meals. But another disturbing fact is that most of the teenagers drop out of school, according to our observation in the village. This situation should be maintained in the process of CSR project, for which can be sever problem of poverty.

In conclusion, we suggest that the manufacturers nearby like Emami should pay more attention to health and education problem during their process of constructing CSR project. For example, more schools should be constructed nearby, making the children and teenagers more convenient to school, which makes sense of providing them an opportunity to achieve a higher qualification and a more permanent job.

And the advice we recommend on health problem is that the industries should provide more medical facilities to the village, such as temporary health-aid station and regular health-check. During our stay in this village, we also observe some of the villagers suffer from mul-nutrition, especially children. Therefore, some free medicine should be imported to this village so as to deal with this plight. As the main issue of health, the industries should also focus on sanitation, which means that majorities of water pies and toilets ought to be added into the village. Within this improvement, the villagers could have the chance to possess clean water and have a clean shower.

| Population  | 600 people |
| Tube well   | 2 + taps   |
| Toilet      | no         |
| Street Light| no         |
| Electricity | yes        |
| Paved road  | yes        |
| Primary school | 4 km    |
| Upper primary school | yes     |
| High school | 5 km       |
| Source of income | labour works |
| Health      | 10 km      |
| Main problem| unemployment|
2.6 Chanapur

On February 1st Giulia and Junior went to Chanapur village with Sudipta. We first went to the tribal houses because they seemed the most precarious. We were informed that it has 500 people and 20 tube wells. As we walked through, the village seemed like a developed village because there were many houses with all the basic needs plus air conditioner and big cars; just beside really poor houses that only have electricity to BPL from Orissa government. Most of the people in the well-structured houses have good qualification and work to industries. We wonder why people living so close to each other, can have such a different life condition. In this part of the village the roads are paved and street lights are provided in the whole village.

Most of the houses have toilets provided by the government; but in these houses the people live just from labor and temporary jobs, so they cannot have a specific fixed budget every month. When they get injured or sick, they go to the closest hospital, which is 7km away from the village and they can get free health check-up. Besides the facilities for medicine that the government gives to local people, the patients also have a free meal in the hospital. Education in Chanapur village is not a big problem, as they have primary and high school that are not far from their houses. And most of the kids we talked to are frequent in the school.

Their main problem is that they do not have their own land, so they have to lease from someone else. In such case, they cannot save money from their harvest or even invest in their cultivation. Most of them are unemployed because they have not finished school, for in the past there were no facilities in the school. So lots of adults have no qualified education to get a proper job. An interesting program that could be developed, as we have in Brazil, is a school specially prepared for adults, where they can finish their study and be enough qualified to get a better job.

| Population | 500 people |
| Tube well  | 20         |
| Toilet     | yes        |
| Street Light | yes    |
| Electricity | yes       |
| Paved road | yes        |
| Primary school | yes |
| Upper primary school | yes |
| High school | yes       |
| Source of income | agriculture |
| Health     | 10 km      |
| Main problem | own land |
2.7 Saraswatipur

On February 1st Giulia, Junior, Dai Ling, Yuxi and Sudipta went to Saraswatipur village. We first went to the primary school, where they had 278 students and 9 teachers. It is a good school; we interacted with the kids and they all seemed interested in studying. The government provides most essentials facilities, like day meals, uniforms and books. We also went to a high school in the village. Even though it is private, more than 50% of the villagers from Saraswatipur study there. They were in break time playing volleyball, so we played with them and afterward talked to the teachers and to the students about the conditions of the school. The children told us that they would like to have some facilities in the school, like a computer. There are 115 students and 8 teachers, who do not receive salary; they said that the government already gives them support, but next year the school will be taken over by the government. There is a Christian institution that helps these people in the schools, also giving them shelter and food. We feel pleased that at least they get help from some institution, and we hope that the government actually take over the school, so the teachers can receive salaries and the students get better education.

The villagers really need water supply; there are 50 families and only 2 tube wells and 1 pond. They also have no toilets and no paved roads. These are their biggest needs. The BPL program from government provides electricity to most of the houses; but no street lights.

A problem that we have been seeing in some villages and we also saw in this one is that usually there are many people drunk. When went to a few houses, the men were hang over sleeping or could not talk to us properly because have been drinking.

| Population | 50 families |
| Tube well  | 2 |
| Toilet     | no |
| Street Light | no |
| Electricity | yes |
| Paved road | no |
| Primary school | yes |
| Upper primary school | no |
| High school | yes |
| Source of income | labour works |
| Health     | BLS hsp |
| Main problem | water supply |
On February 1st afternoon, Giulia, Junior, Dai Ling and Yuxi went to Bampada with Sudipta, a local member of NOCCI. That was an unforgettable village for we have not been to such a poor village before. Many of the villagers don't have a permanent job. Their main source of income is temporary labor work or small business (e.g. making metal bottle). They can get 100Rs for one day's labor work. But obviously, the meager income is not sufficient for their basic needs.

We visited a disabled man, who can get a pension of 200Rs from the government every month. His family depends on his mother, who some temporary labor works to support the whole family. When we talk with him, he was lying out of the house. But he gets free treatment in Balasore hospital, which may be a great comfort to him and his family.

Unemployment seems to be a serious problem here, which is similar to many other villages. But they may not be qualified to be employed in industries because their poor education. All the villagers don't have electricity or water supply in their house. So they have to share the only tube well and a small dirty pond with 300 families in the village. They have neither street light nor road in the village, which makes the situation even worse. Particularly being so close to a railway, the villages complained is very dangerous for them and their kids. The basic facilities in this village are poor.

As for education, they have a primary school about 500 meters far from the village. This year, the government started to provide school uniforms for them. But very few of the villagers have been to school. That may be the reason of their unqualified for jobs in the factories. In a word, this village has nothing. The villagers' living condition should be improved soon by the industries nearby.

<table>
<thead>
<tr>
<th>Population</th>
<th>300 families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tube well</td>
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</tr>
<tr>
<td>Toilet</td>
<td>no</td>
</tr>
<tr>
<td>Street Light</td>
<td>no</td>
</tr>
<tr>
<td>Electricity</td>
<td>no</td>
</tr>
<tr>
<td>Paved road</td>
<td>no</td>
</tr>
<tr>
<td>Primary school</td>
<td>yes</td>
</tr>
<tr>
<td>Upper primary school</td>
<td>no</td>
</tr>
<tr>
<td>High school</td>
<td>yes</td>
</tr>
<tr>
<td>Source of income</td>
<td>labour works</td>
</tr>
<tr>
<td>Health</td>
<td>BLS hsp</td>
</tr>
<tr>
<td>Main problem</td>
<td>water supply</td>
</tr>
</tbody>
</table>

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2.9 Somnathpur

On February 2nd, Giulia, Junior, Dai Ling, Yuxi with Sudipta went to a big village where 2000 people live. The first woman that we talked with was Saraswati. Together with her husband they do labor works and live in a lease land. They told us that even though this is not a permanent job, they always find work; and their income is spent mainly with food and sometimes to cultivate rice. Their children go to the Somanathapur School, their house does not have water or toilet and is one of the few houses without electricity in the village. They have free check up in the Balasore hospital, 10 km from the village, and the only kind of health assistance existent in the village is the pregnancy government assistance program. For this family, the main need in the place is to have their own lands and more tube wells.

Among other people, we also talked with a man named Manoranjan that works on the village temple and receives Rs. 5000 as salary for it. His daughter also goes to Somanathapur School and receives uniform, meal and notebook. While we asked this man about the village situation, many other people came around us and another man told us that the industries promised last year to provide electricity to the houses that don’t have the BPL program from the government, but they did not. Manoranjan also told us that no NGO have been helping this people.

In the other part of the village we went to a family house, and a man working at Byrla Tyres. He speaks English and told us that around 50 people or more from the village work on Birla Tyres as well. In this part of the village, we also met a girl that prefers to learn how to sew rather than to go to school.

We went to more houses to talk to the locals, and then we went to the school. On our way to the school we noticed that they have paved roads and streetlights, with one light between every 1km. The first school we went was Somanathapur High School, only for girls. It has 115 students, 8 teachers and 3 classrooms. The teachers told us that the government provides to the students: uniforms, notebooks and meals; but the school building needs repairs and more infrastructure. Somanathapur Primary School has 8 teachers, 7 classrooms and 392 students that receive the same facilities from the government. Although it seems to be a good school, the building is quite old and the student complex has no walls, which are necessary to keep the students safe. These schools only receive donations from the villagers that support giving money and also helping with poojas in the school.
2.10 Begampur

On February 6th Giulia, Junior and Sudipta went to Begampur village, which was celebrating their new temple. All the village dwellers were supposed to be at the temple, where they were offering lunch to everyone, but we could find some people in their houses to have a better conversation. At the Sivnarayara Saha’s house, we could meet all his family. They have their own tube well in the house, a small toilet, electricity and their own business at home. When we entered the house, 3 men were working in the production of pots; they told us that 30 more families in the village produce the same product. When they are not working on the pots, they take care of the cultivation; and that is how this family with 6 members earns their money to live.

After this house we went to the tribal area of the village. We could find two families at home and in one of them, one man was working in the production of rice in his lease land. Besides the cultivation he also does labor works, as does most of his family. He has a son that studies in the primary school of the village, and receives uniform, meal and notebook. When they get sick, they go to the Remuna hospital, that is 1 km away from the village, but it is not that good; when they are seriously injured, they have to go to Balasore hospital that is 8 km away from the village. In the village, they said that there is a program of health assistance for pregnant women by the government. Electricity is not provided to them by the BPL program, so they need electricity and also to have their own land.

Talking to another tribal family, we discovered that 200 tribal people are consuming electricity that they pay for. They are also working in labor works and cultivating rice in their lease lands, but their income is enough just for food. We talked with two tribal girls that go to the schools around the village, and they start to learn English in the 3rd class. One of them
frequents the government primary school, and receives all basic facilities, but this school year it has not arrived yet. The other one goes to the private high school; she does not need to pay for her study, but does not receive any facilities. Even though the high school is private, they do not have to pay, and they said it will become government owned in a few years. We went to the Begampur Primary School, but it was a holiday and we could not get information from the teachers.

We went to the new temple, where most of the villagers were celebrating and having lunch, which was provided by donation of the villagers, and also a big amount of money donated from one man. They invited us to have lunch with them, and we could talk with a lot of people, and they told us that the village has 550 families, 7 tube wells and 1 pond, where people can bath, but is a dirty pond. They said that beside all their basic needs, what they most need is a clubhouse to gather all the locals and also a water supply system. On our way back to the car we met a man who works as electrician in Emami Paper Mills, he told us that 10 more people from Begampur works there, but he is the only one who can speak English. He also said that Emami Paper provided notebooks to the government school and 1 tube well in the village

<table>
<thead>
<tr>
<th>Population</th>
<th>550 families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tube well</td>
<td>10</td>
</tr>
<tr>
<td>Toilet</td>
<td>no</td>
</tr>
<tr>
<td>Street Light</td>
<td>yes</td>
</tr>
<tr>
<td>Electricity</td>
<td>yes</td>
</tr>
<tr>
<td>Paved road</td>
<td>parcial</td>
</tr>
<tr>
<td>Primary school</td>
<td>yes</td>
</tr>
<tr>
<td>Upper primary school</td>
<td>yes</td>
</tr>
<tr>
<td>High school</td>
<td>yes</td>
</tr>
<tr>
<td>Source of income</td>
<td>labor work / agriclture</td>
</tr>
<tr>
<td>Health</td>
<td>1 km Remuna Hsp.</td>
</tr>
<tr>
<td>Main problem</td>
<td>Club / water supply</td>
</tr>
</tbody>
</table>

2.11 Sovarampur

On February 6th, Yuxi and Dai Ling went to Sovarampur, which is a mid-village close to Orissa Plastic, Eastern Cylinder and Birla Tyres, containing around 2,000 villagers. Most of the villagers make their living through crafting (carpenters) and other labor-works, which provide them about
5,000Rs income per month on average. Some households even possess conditions of having electricity power in their house. The average salary seems to let the villagers lead a comfortable life. However, the disturbing fact is that there is only 1 tube well available in this village. What’s worse, no pond is available for the whole village, confirming the situation where up to 90 percent of the villagers complain that they are deprived of water. Also, no industries pay their visit to this village and no health camps have been held in this village. All these facts proclaim that health-aid is an essential need in this village. There is only 1 primary school nearby and it is a private one, which means 225Rs per month for a child’s tuition.

Therefore, the problem is obvious that completed sanitation system is required in this village. They need more tube wells to satisfy themselves, which is recommended by the villagers to build more than 5 tube wells in this village. Moreover, education is also a severe problem in this village. Parents in this village do not have the common sense to let their children have the opportunity to receive education. Some of them even force their children to go to work to earn money for their families, which apparently rid the rights of the children. The only solution is to spread out the significance of the education widely in this village, through which can their parents realize the importance of getting knowledge. What’s more, some schools should be built nearby so as to benefit the children.

<table>
<thead>
<tr>
<th>Population</th>
<th>2000 people</th>
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</thead>
<tbody>
<tr>
<td>Tube well</td>
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</tr>
<tr>
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<td>parcial</td>
</tr>
<tr>
<td>Street Light</td>
<td>yes</td>
</tr>
<tr>
<td>Electricity</td>
<td>parcial</td>
</tr>
<tr>
<td>Paved road</td>
<td>no</td>
</tr>
<tr>
<td>Primary school</td>
<td>yes</td>
</tr>
<tr>
<td>Upper primary school</td>
<td>privat</td>
</tr>
<tr>
<td>High school</td>
<td>no</td>
</tr>
<tr>
<td>Source of income</td>
<td>labor work/carpenter</td>
</tr>
<tr>
<td>Health</td>
<td>no</td>
</tr>
<tr>
<td>Main problem</td>
<td>water supply</td>
</tr>
</tbody>
</table>
Comparisons

1. CHINA

1.1 CSR activity

Corporate social responsibility (CSR) in China is typically broken down into community outreach, environmental health and safety (EHS), and environmental protection. Education is also an important focus.

- **Community Outreach** refers to the actions that companies take to improve the standard of living for those living in the communities in which they operate. Examples include rebuilding local schools, providing computer education classes to local schoolchildren, or hosting information sessions for farmers to help them maximize their crop yield.

- **Environmental Health and Safety** refers to the efforts that companies make to ensure their employees work in a safe, comfortable, and properly regulated workplace. While the backbone of EHS is ensuring that all company locations are in compliance with local labor laws and regulations, many companies go far beyond this in setting their own, more stringent standards, and rigorously extend these standards down to their suppliers and subcontractors.

- **Environmental Protection** activities include all efforts that companies take to ensure that their impact on the environment is minimal. Examples include using “clean energy,” safely disposing of waste material, and minimizing energy consumption.

- **Education**: improving education - from the primary level through college - can be an excellent way to give back to local communities. It can also be a good way for companies to improve the skills of current employees, expand the talent pool, and strengthen future recruiting efforts.

1.2 Learning points from China

- Establishing own standard

Though there are some certain standards that India can utilize from other countries, still it enjoys its own unique popularity in some way. So some specific standards or policies should be established, according to the current situation of India. For instance, in China, immigrant workers are one of the most ordinary phenomena. People from rural areas are in the trend of going to the factories in the urban regions, which can bring them a better life. However, this situation directly leads them to a dilemma that they seldom reunite with their families. Considering this, factories and the government work together and reach a compromise which eventually is changed into a policy that the large-scale industries should take the responsibilities to provide the workers who come far away from cities with temporary accommodations for their whole families until they possess the abilities to buy one. For those mid-scale and small scale factories who cannot afford the certain fees should
compensate the match money for these kinds of workers, from which they can use these money to pay for the rents.

So industries in India should also set up some policies or standards to solve these sorts of plights on the basis of realities.

- People first policy

There is a Chinese old proverb, which goes: “The water that bears the boat is the same that swallows it up.” That means the power of the people can make a difference when they are pressed into a certain point. It is also an important and necessary for the company and industries no matter what scale they belong to. Workers who are in the grass-roots should be paid more care on, for which they do majorities of the hard work of the industry and contribute a lot to the industry. However, most of the industries in Balasore pay little attention to working environment which is also an essential aspect emphasized in China. The maximum dB is less than 85dB in the ordinary factories in China and the temperature is strictly controlled in Chinese factories, which claims the standards of 60-80 Farenheit (15-30 Celsius), while in India, these ranges of standards are seldom seen according to our observation.

- Independent department on CSR

For the large-scale companies who have different branches in India should do well to set up community outreach councils (COCs) at each location in India to help initiate, organize, and administer the CSR programs locally. COCs would be made up of executives low and mid-level employees. Participation in the COCs should be voluntary. Most companies find that local employees are enthusiastic about participating in CSR programs because it is their community that the programs seek to improve.

For those factories that are mid or small scale can establish one specific department in charge of CSR program. Not only this can boost the efficiency of the factory dealing with the CSR program, but it helps the industry focus more on CSR program, which directly solve the problem reflected from the villages, both satisfying the villagers and the factories themselves.

2. BRAZIL

2.1 CSR activity

It is the exercise of ethics and citizenship with respect for all life forms. Corporate Social Responsibility is a human action of the performance of the company, which cannot be confused with social action and philanthropy, like only the funding for aid social project.

In Brazil, the concept of CSR is not much known in the society, but big industries have already done really good social programs. The government has a program that all the
industries in one state work together in one group, so they can manage good CSR activities to truly develop the community

- Tax service: there is a Federal Law that allows individuals and legal entities to donate an amount of percentage of income tax due for social projects

- Social Responsibility Agenda: dissemination, discussion and implementation of the concepts of Corporate Social Responsibility among the industries. This is done through seminars, conducted at the request of unions to their members, or groups of companies-companies and their suppliers, for example. During these seminars are addressed concepts such as quality of life facing employees and their families, including education, health, sports and leisure, as factors of human development that lead to commitment, creativity, productivity and excellence. Also the risks and consequences of non-compliance with tax, labor and environmental, aimed at strengthening the commitment of companies with ethics and citizenship.

2.2 Villages development

During our visits and meetings to the villages we were always thinking about programs that could bring development and good results to Indian society. We did the best we could, and after getting all the information and studies on our project, we have some suggestions based on successful projects in Brazil.

- Cooperatives

![Cooperatives](image)

The first step to create a cooperative is to go to the villages and identify the key individuals, they are the ones who are going to lead the recycling program and choose the best place to start the operation; for example close to a garbage deposit or to the people’s houses that are interested in working on that. In the beginning they probably will not have any machines to help in the process, but if there are people interested to work in the project, it is not a problem.

The industries have CSR projects that support the villages with their cooperative; they give donations or provide machines that will help in the recycling process. To help the development of the cooperative, the industry provides raw material to the villagers so they can produce their own art material, and afterward they buy for a higher price from the villagers and sell it in the market. We think that the villagers here in Balasore can start a
cooperative, where they can produce the same accessories that we see being manufactured in Brazil like clothes, bags, toys and musical instruments.

It is really common to see in the villages in Brazil many cooperatives works, among those, we have garbage cooperatives. On these cooperatives, local people can work recycling garbage so they can earn money while contributing to the environment. People usually work together, recycling and producing different art products from the garbage. They gather together as an organization and sell their art in the streets or to interest institutes, but any profit that they receive, besides their salary, goes to the community, so it will not concentrate in just one part of the village.

Not only garbage cooperatives, but agriculture cooperative is also very common in Brazil. People started a cooperative just to enable the community to be self-sustaining, improving income distribution and reducing the rural exodus, and nowadays they are a big cooperative organization, earning profits and helping the whole village. For example Pindorama in Coruipe, Alagoas; and Cocamar, in Maringá, Paraná.

- Garbage catcher

The garbage catchers work independently, they sell the garbage that they get in the streets or in the garbage deposit, like paper, metal, plastic and glass, and sell them to some cooperative or another recycle organization. We noticed that in India people usually mix all type of garbage in a same rubbish bin or just throw in the streets, so it could be a good opportunity to destitute people earns some money, and at the same time, help Balasore in other big problem that is the pollution on the streets.
VIEWS OF THE MSME COMMUNITY

During our interactions with Mr. Bhartia, Secretary of the NOCCI, and Mr. Mukul Kumar, NOCCI entrepreneurs’ Club, who represent the MSME sector as well, we got a view that the MSME sector, with their small investments are providing large employment to people and also paying government taxes. So they don’t have any surplus resources for CSR activity. The view appears to be somewhat justified, since it may be true that the employees of small factories, may not be getting as good wages as the larger companies. So the small factories need to look after their well being first.

Moreover we gathered that they also are forced to contribute regularly to neighbourhood public functions, social events, for which there is always a bee line of people asking for such contribution. We also find that the local media and clubs etc keep asking for donations.

This matter appear too complicated for us. In our view the small business & industries should not be forced for any contribution other than a well streamlined CSR program, which need to emerge from consultation and collective decision. SMEs may do some thing worth while & affordable in the direction.
CONCLUSION

After this long study in CSR activity, with visits, questionnaires and interactions, we could notice that CSR activities in Balasore are still just in the beginning. Though some big industries have done good social programs, there is still a long way to go to achieve the final destination, which is building a harmonious society between villages and industries. Nowadays, social responsibilities are becoming more and more important. An industry cannot eventually succeed without cooperate social responsibilities with the whole society. Industries should take these burdens to preserve the welfare and the benefits not only of their workers for they are the foundation of the whole companies.

Meanwhile, other roles in this society also play significant parts. In one hand, they are the consumers of these markets. On the other hand, they are the intersection and the fundamental elements of this society, who reflect the reality and the true feelings towards the quality of their life. Therefore, in order to make a better balance and develop a win-win long-term way for both the people and the industries, some improvements are timely required in the industries.

Many industries do not have specific plan for CSR activities, even their managers or presidents cannot provide us with more details about CSR; they usually do it without a fixed action plan. We suggest them to come up with a specific standard of CSR activities and fulfill social responsibility.

When an industry develops a specific social program, they are not only benefiting the society, but also their own image for its consumers and stakeholders. However, as they are doing it thinking about their profits, they have to make it effective. If they organize CSR activities just for good reputation, we are afraid that the villages may not get total development benefit. The CSR activities should be more practicable and improve the village truly.
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