



# **CORPORATE SOCIAL RESPONSIBILITY (CSR) FOR EMPLOYEES: A STUDY OF NATIONAL FERTILIZER LIMITED (NFL) BATHINDA**

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## **ABSTRACT**

**This paper is an effort to understand the concept of Corporate Social Responsibility (CSR) and to study CSR activities of National Fertilizer Limited's (NFL) Bathinda plant. Corporate Social Responsibility (CSR) is an important concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on employees, suppliers, customers, shareholders, communities and other stakeholders, as well as the environment. This term also called corporate responsibility, corporate citizenship, and responsible business. This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees organizations voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large.**

**Keywords: Corporate Social Responsibility, National Fertilizer Limited, Employees, Society.**

## **INTRODUCTION**

Social responsibility of business popularly called Corporate Social Responsibility (CSR), is understood as the obligation of decision-makers to take actions that project and improve the welfare of the society as a whole, along with their own interests. Every decision, the business person makes and every action he or she contemplates has social implications. Be it a takeover, diversification, opening up of a new branch, closure of an existing unit, or automation, the society is affected in one way or the other. Even routine matters like overtime and night shifts, sub-contracting, outsourcing and laying off employees due to fall in demand, have a social impact.

CSR needs a comprehensive set of policies, programmes and practices in place and all decision making processes. Specifically, CSR

refers to the commitment of business to contribute to sustainable economic development, working with employees and their families, the local community and society at large, to improve their quality of life in ways that are good for business. CSR Obligations exceed the ethical, legal, commercial and public expectations of business.

## **RESEARCH METHODOLOGY**

The study is exploratory in nature. Primary data are used to conduct research and data are collected through personal interviews with NFL employees and their families. The Core finding of the study are based upon the information collected through primary data i.e. information is collected from respondent with the help of personal interviews. Secondary Data will be gathered from books and journals on Corporate Social Responsibility.

## **NATIONAL FERTILIZER LTD. (NFL)**

National Fertilizer Ltd. (NFL) , Bathinda is the 2nd largest [producer of fertilizers in India. NFL was established in 1974 under the Factory Act, 1948. It began its commercial work in 1979.

NFL is situated in 495 arcs. There is a big township which is established in 195 arcs. There are 4 manufacturing units. All the decision making process and communication is performed through Noida Office.

NFL is certified with the certificates of Quality Management, Environmental Management and Health and Safety. For the greenery, there are around 16900 Trees in the organization. The employees of NFL are awarded by the Govt. of India.

The Corporate Office of NFL is situated in Noida and 4 production Units are situated in Bathinda,

Vijaypur, Panipat and Nangal. Bathinda Unit sells its product in Haryana, Rajasthan, Punjab & etc.

**Products:** - 1. Neem Coated Urea  
2. Kisan Urea

Dealers tell about direct demand Condition about Product to Dispatch and Coordination Cell which is related to Marketing Department say to production department to produce product according to demand.

NFL, Bathinda is a fully automatic Plant and a Control room is also there. It has its own Power Plant to generate to electricity and it gives regularly 24 hours supply.

### **ABOUT CORPORATE SOCIAL RESPONSIBILITY OF NFL FOR EMPLOYEES**

NFL provides Housing facility to all employees in NFL Township (T/Ship) with well maintained Roads and parks, 24 Hrs Electric & Water Supply, Free Electric & Civil Maintains, Free Medical facility to employees' dependents OPD & indoor, Hospital in NFL T/Ship, Recreation Centre for employees, Officers Club, Guest House for Guests, V.I.P. Guest House, Shopping Centre in T/Ship, Bank & Post office in T/Ship & ATM., Primary & Secondary School in T/Ship, 24 Hrs Security, Stadium & Playgrounds (Dr. B.R. Ambedkar), Club Tours, Transport Facility to School Children, Telephone Facility, Group Insurance & Welfare , Greenery ( more than 16900 Trees), Fire Station, NFL Co-pe Store (Coop General Store) Shopping Centre and 1500 and 2500 Rs Monthly Coupons are Provided by the Company to employees but this amount is deducted from their salary.

### **MEDICAL/ HOSPITAL FACILITIES**

All type checkups and tests are free. All type medicine available in Medical Store in NFL Hospital are free for employees. (a) X-Ray Machine (b) ECG Equipment (c) Operation Theatre (Minor Survey) (d) Lab for all type tests (e) Ambulance (f) Emergency Ward (g) Proper Staff (CMO-1, SMO-2, MO-2) (h) Facilities for Maternity Labour Room. There are more then 25 Beds and indoor facility in this .Free Medical Check up and Medical Camps.

### **HOUSING FACILITY**

Housing Facility to all employees in T/ship with well-maintained Roads and Parks. There are 800 Houses NFL T/Ship.

### **EDUCATIONAL FACILITIES**

There are Two Schools in NFL Township One is Govt. Elementary School and another is Convent School.

1. Govt Elementary School (100 Students)
  - Free Books
  - Only admission fees (20 Rs)
  - Mid day Meal
  - Computer Facilities for Upper Classes
2. Rosemary Convent School (Senior Secondary Level)
  - There are 229 Students (Who mainly come from the rural areas of Bathinda & the Children of employees are studying in the school. The School has a big building. There are sixty four rooms.
  - They Take the Land of NFL on Lease basis & they have made contract with the company.

There is Well Settled Staff, Playground, Computer Lab, Library and Van Facility for all students, Medium of Communication – English, Separate Music Room. Quiz Competition & Inter School Competition is organized.

Teaching Methods: Visual Aids, Games

They take admission fees only 2700 rather than 6700 Rs. They provide Books, Uniform, Fee Concession to poor students.

### **FINDINGS OF THE STUDY**

- 1 There are so many facilities which are provided in NFL Township by NFL, Bathinda to its employees for example housing facility to all employees, NFL Hospital; etc. Mostly people are satisfied with these facilities.
- 2 NFL performs a lot of school responsive Actions to its employees like build housing health care and medical facility, educational facility and transport facility.
- 3 There are near about 800 houses. Civil maintenance of houses and drainage system in free for employees. The township is divided into 4 blocks A,B,C,D In A and B block , there are houses for the designation of foreman, supervisor, operator , C block is for middle management and D block is for top management.
- 4 There are two schools; a large number of children of NFL township are studying outside the township because mostly people are not satisfied with the facilities provided by the schools inside the township, their

- salary is very low or those who prefer to the location of the school or safety reasons.
- 5 Mostly people are there, whose children are well settled or they are living their wives or single.
  - 6 In the NFL Township, there is a NFL hospital which is facilitated with Emergency ward, Operation theatre, medical store, Lab, Proper Staff. ECG, X-Ray facility. Mostly people are satisfied. They get free medicine and any check up/test inside the Hospital.
  - 7 Transportation facility is provided to all children who are studying outside the township. A city bus service is available for only two days in a week for township people.
  - 8 There is a shopping centre in the NFL Township, named as "NFL Co-PE store.
  - 9 Employees do not get any concession while buying anything. Company provides coupons of 1500 or 2500 Rs for different-different designations for buying anything but this amount is deducted from their salary.
  - 10 All things which are mostly required to live a comfortable life, are available inside the NFL township, like Bank, Post office, Stadium 24 hours security, 24 hours electricity and water supply and Recreation centre etc.
  - 11 Mostly employees are familiar with the meaning of pollution control, beautification of environment, Sanitation and with the programmes of NFL for these environmental issues. But a very few employees are familiar with the term of global warming, Resources conservation and energy promotion. There is a need to aware than about these issues.

## CONCLUSION

In the end we can say that NFL, Bathinda performs social responsive actions in wide range for its employees. It has a very big township with a huge number of houses. NFL Township is facilitated with every required facility. Mostly people are satisfied with the facilities which are provided in township like NFL Hospital, shopping centre, bank etc. Although there are some little drawbacks but it is not possible that everything should be best at everywhere. So the employees and their families are satisfied which they have to make the life easy and better than others.

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