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**CORPORATE SOCIAL RESPONSIBILITY IN CEMENT INDUSTRY:  
(A STUDY WITH A SPECIAL REFERENCE TO SELECT UNITS IN GULBARGA DISTRICT OF KARNATAKA)****By****Dr. R. Maregoud  
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It is experienced those now days all the citizens who are having the knowledge totally they are seriously evaluating the collision of trade, commerce and industry's actions on general public. This made the some positive changes on societal expectations and importance on compressive development, community impartiality and positive achievement. By the order of the Central Government all the industries are noticeably involved in the actions which are expressed as CSR (Corporate Social Responsibility).

In 21<sup>st</sup> Centenary the nations which they want to put in practice sustainable progress objects they must also put in practice of the environmental protection and community wellbeing agendas. Surroundings and community safety is the serious need of each enterprise, each level, each sector, and each nation.

For any economic sector, the development is always linked to the sustainability of environment and society. Thus, the industries are required to balance between the economic benefits and social and environmental contributions, implementing the responsibilities of the enterprises to the environment through particular actions such as: environmental impact assessment, minimizing the costs on materials, fuel and reducing the costs for waste. This paper is an attempt to estimate the contribution made by the Cement industries towards CSR activities to its stakeholders in general and society in particular. In this paper, the author addresses the current status of CSR practice in Ultrateckh Cement Works, Malkhed. The present paper is based on the secondary data and observation of field. The required data were collected and compiled from published annual report of study areas and other published data.

**Key words:** Ultratech Cement, Corporate Social Responsibility, Kagina Jana Seva Trust .

**1.1.Introduction:**

Organizational identification is a cognitive connection between the society and Organization. Just as all organization have to operate within the framework of the legal framework, similarly their exists an inherent and automatic law in the environment where the organizations function which is the social responsibility towards the society. The consumer is educated, alert and intelligent. He cannot be fooled. Today corporate social responsibility has become the breath for the organizations to survive.

**1.2 SCOPE OF THE STUDY:**

Kalaburgi District is one of the major cement producers of Karnataka State. The District has eight cement units.

The present study on Corporate Social Responsibility in cement industry is a new theme in the case of Gulbarga District, Karnataka. The relevance of the study is for understanding the current practices and importance of Corporate Social Responsibility in cement industry. The area selected for the study is Gulbarga District of Karnataka. In the context of the basic objectives laid down for the survey it is decided to limit the scope of the present studies to cement industry. Even today the preliminary experience of cement industry in Gulbarga has not been studied by any team including Govt. agencies or any volunteer organization particularly the Corporate Social Responsibility in Cement industry.

**1.3. STATEMENT OF THE PROBLEM:**

The purpose of this research is to explore how cement units in Gulbarga district of Karnataka participate in socially responsible activities and explain the Corporate Social Responsibility approach undertaken by them. Profit is the purpose of business, but the execution of social responsibility is the foundation for sustainable development of each enterprise. Companies with responsibilities for the society normally create breaking achievements in industry and market without destroying the environment and consuming many natural resources. Investment and development of business and production with social responsibility is the best way selection which normally brings about high economic outcome in long run because the consumers always select products and services from the enterprises with respect to the natural resources, environment and society.

The Corporate Social Responsibility concept was initially used by national companies more as a marketing and media coverage instrument rather than for its ethical values. Recently the public is watching closely to pressing cases of violating business ethics and destroying the environment and health at serious level. The wrong-or right of the above cases are clear. However, for the society and thousands of operating enterprises, the issue of Corporate Social Responsibility (CSR) is started and it requires to be discussed seriously in terms of policy argument and practice.

Keeping this in view and also review of existing literature researcher intends to carry out the research on the topic entitled **“Corporate Social Responsibility in Cement Industry: (A Study with a special reference to select units in Gulbarga district of Karnataka)”** for research work.

**1.4. Objectives of the Study:**

1. To examine the status of Corporate Social Responsibility Practices in Cement Industry.

**1.5. RESEARCH METHODOLOGY:**

Brief literature review on issues pertaining to CSR has been undertaken to define the significance of these issues for the corporate world and the society. A study of Ultra Tech Cement Ltd. has undertaken which has been developed by interaction with CEO and employees and village people which the company adopted. And referring to their annual reports.

**1.6. ULTRATECH CEMENT LIMITED. TH NEW JINGLE – CSR: THE ROAD AHEAD:**

**Companies** need to act in socially responsible behavior. They might cease to –make a product but their relationship with the people and the natural environment will help them grow over time. Therefore, for a company to be successful, in the long run, it must contribute towards the well-being of the society and the environment.

**1.7. Company Background:**

Ultra Tech Cement Limited, an Aditya Birla Group company, is India's largest manufacturer of cement with an installed capacity of 52 MT per annum and with expansion of plans of taking it to about 65 MTPA (Metric tone Per Annum) by 2015. Beyond Business Ultra Tech Cement works in more than 400 villages to provide healthcare, education, safe drinking water and sanitation, sustainable livelihood and income generation opportunities for women.

Rajashree Cement Works, a unit of Ultra tech Cement Ltd. was established in the year 1984 at Adityanagar, Malkhed village in Kalaburgi (Gulbarga) district, Karnataka. It has ensured direct and indirect employment for residents of the village besides other community welfare activities. It is an ISO 9001-2000, ISO 1400 (EMS), OHSAS 18001 and SA8000 & ISO 27001 certified company.

**1.8. CSR IN ULTRA TECH CEMENT LIMITED:**

Once Mahatma Gandhi Said India lives poor villages even after 60 years of independence India continues to lives in the villages in the state of Karnataka majority of population are belong to rural areas and large section of farming group still lived in poverty, Destitute and Depression. Before the company intervention the condition of villages of Malkhed, Neelhalli and Udgi are lacking the basic infrastructure like i.e., internal and external road, Drinking water, and low rainfall Agriculture Education and Health. These areas where educationally, socially backward and lacking facilities of health and hygiene. There were no other sources of economy to be economically self sufficient to join the analysis of villagers properly let to the formation of gramodaya samiti. Communities representation so government bodies and ratriya sanad management the gramodaya was initiated to transform underdeveloped villages into a model village gramodaya covers around 13,812 population in Malkhed, Neelhalli and Udgi villages. The project that have been under taken by the trust Education, Aditya Birla Merit Scholarship distribution and rural sports and culturally Health and grameen welfare Mobile medical camp Clubs the Surgical camps. Dental awareness and treatment camp mother and child awareness health awareness camp, immunization and pulse polio programmes. Follow up SHG, tailoring and training , rural handicraft, Entrepreneurship Development programme, cattle vaccination camp, agricultural awareness camp, Soil testing programmes, Construction of School building, Class room, library, internal road, the purity was drainage , Anganwadi sector, Public toilet and over head water tank Social reforms village developments, special projects, Swasti gram Yojana for infrastructure development, swatch gram yojana , Jal Nirmal yojana project for drinking water and infrastructure development, Kasturba Gandhi Balika Vidyalaya for girl children. Other literacy centers to improve the literacy rate. All Employees of Ultratch Cement believes only one thing that is to build a healthy

relationship with surrounding villagers. According to the researcher observation Rajshree Cement Works Ltd. through Kagina Jana Seva Trust and under the guidance of the Adity Birla centre for community issues is conducting the CSR activities for the people of surrounding villages. The Company adopted 3 villages around factory and made them model villages and implemented special schemes. These programmes have stress the real cry of rural poor and rural marginalized and results to see under the programmes help like personality development programme. The infrastructure programme literacy level has increased, reduction in school dropout's rates. The status of health improves, especially mothers death rate has been decreased. The women Self Help Groups are actively involved in all the grameen developments. Generating the income generation opportunities, Safe drinking water tremendous growth in the field of Agriculture has company provided irrigation facilities by constructing barrage cum bridges. Rajashree Cement industry, Malkhed has coordination with the government of Karnataka and local authorities had adopted Malkhed village has a model village. The active participation and contribution all partners made a responsibility. Ensuring sustainability of development programme. Our project has enhanced the standard of life and lively wood sustainability of the Local community these projects and programs has awaken responsibility existing enthusiasm prospects among the model villages.

### **1.9. Current status of Corporate Social Responsibility Practices in Ultra Tech Cement Industry:**

With the objective of "To assess the required needs of the community and to initiate the process of developmental activities through community participation and contribute towards sustainable development of the community". The company working for the public of surrounding areas people. It seeks to mentor the people of Malkhed and villages surrounding Rajashree Cement Works in Kalaburgi District, Karnataka, through timely interventions based on the focus areas of:

- a. Education and Capacity Building
- b. Healthcare and Family Welfare
- c. Sustainable Livelihood
- d. Infrastructure Development
- e. Social Reform and Community Welfare.

The researcher tried to highlights the sustained efforts of Kagina Jana Seva Trust (KJST) and Ultra Tech Cement's CSR team in raising awareness on economic, social and emotional well-being and enhancing the quality of life for the present and future generations.

#### **1.9.a. Education and Capacity Building:**

Education is one of biggest social levelers in today's world. Sound education provides people of marginalized sections of the society with a steady platform; a from where they can build a good career and a fulfilling life. Thus it becomes necessary to make education accessible to rural areas and to people with disabilities.

With the help of KJST the Ultra Tech Cement Limited taken certain educational initiatives provide support to the schools in and around Malkhed village. The initiatives are focused on:

- i). Providing better facilities for students
- ii). Encouraging education for the girl child

- iii). Improving the quality of education
- iv). Eliminating school dropout.

Some of the major initiatives undertaken by Ultra Tech Cement Limited, over the years are:

#### **1.9.a.i. The Aditya Birla Public School:**

The Aditya Birla Public School is an ISO 9001-2008 certified school, with 1,100 students, 46 teaching staff members. It was started as a Vidamandir by the Rajashree Education society in 1983 and was rechristened as The Aditya Birla Public School when it came under the umbrella of the Kagina Jan Seva Trust. Till date, the school has touched the lives of 3,865 students.

The School is affiliated to CBSE and has a campus spread across ten acres with facilities like playgrounds, subject specific laboratories, a career counseling cell and creative spaces like music, art and craft rooms.

Annually, INR 2 crore is being spent towards the upkeep of The Aditya Birla Public School.

#### **1.9.a. ii. Kasturaba Gandhi Balika Vidyalaya:**

The Government of India introduced the Kasturaba Gandhi Balika Vidyalaya (KGBV) scheme in August, 2004 to provide educational facilities for girls belonging to Scheduled Castes, Scheduled Tribes, Other Backward Classes, minority communities and families below the poverty line in educationally backward districts of India.

The company offered to manage the vidyalaya at Udgi village in the year 2005. Since then, the school has made a meaningful difference to the lives of 340 girls. The school, with batch strength of 100 students, has been adjudged as one of the best managed schools of the district by the Department of Education. Support includes providing nutritional food and medical facilities as well as conducting vocational training, cultural events, karate coaching and computer training etc.

Annually, INR 6 lakh is being spent towards continuing the initiatives of Kasturaba Gandhi Balika Vidyalaya.

In addition to the Aditya Birla Public School and the KGBV, the company has also been involved in various other educational initiatives, in association with government and private bodies. Some of these initiatives include:

**1.9.a.iii. Ambubai Residential Blind Girls School:** (In Association with the State Government): The school provides free boarding, medical facility and education for 50 Blind girls. Additionally, training on Braille is also given to teachers.

**1.9.a.iv. Child care Centres :** ( In Association with the Akshara Foundation): The nine centres in and around Malkhed village provide counseling to dropout students and inspire them to continue with their education. So far, **684** students have re-enrolled in the government schools.

**1.9.a.v. Short Term Adult Literacy Courses:** (In association with the District Adult Literacy Department, Kalaburagi.): These courses which focus on adult female lieteracy are held in ten villages and have benefitted more **1,060 women**.

**1.9.a.vi. The Aditya Birla Merit Scholarship Programme:** (In Co-ordination with the District Education Department): The Scholarship has benefitted more than, 1,444 students in 39 schools across 20 villages of Sedam and Chittapur Talukas.

**1.9.a.vii. 'Smart Class' computerized Education:** Last year, KJST helped install 'Smart Class' computers in four government schools in the surrounding villages of Malkhed. This has benefitted around **1.241 students**.

**1.9.a.viii. Mega Yoga Programme:** School children are taught Yoga to ensure their mental and physical well-being. So, far 4,063 children in Malkhed village have benefitted from this programme.

Many need-based activities like distribution of library books, providing plates and glasses to schools and career development programmes are also undertaken to support schools and students.

**1.9.b. Health Care and Family Welfare:** Good health of the people in and around our areas of operations is as important to us as the good health of our balance sheets. Kalaburgi district is prone to outbreaks of diseases like malaria and tuberculosis. These diseases can be easily prevented by following certain basic hygiene and sanitation practices. The company's comprehensive health programme comprises awareness, preventive and curative health support services. The company regularly conduct health camps and awareness programmes in and around Malkhed village; sometimes we do this on a standalone basis and sometimes, in co-ordination with governmental and non-governmental organizations.

The healthcare and family welfare initiatives of the company include:

- a). Health Camps
- b). Awareness Programmes

**1.9.a. a. Health Camps:**

**i). Annual Inter Lens (IOL) Camp:** (in Coordination with District Mobile Ophthalmic Unit, Kalaburagi.): Between 1989 and 2012, the camps have successfully operated 961 patients and have treated 4,646 patients.

**ii). Pulse Polio Camp:** (In co-ordination with Community Health Department, Malkhed): 4,659 children were given the pulse polio drops resulting in 100% coverage in the surrounding areas of Malkhed.

**iii). Oral Hygeine Awareness and Treatment Camp:** (in coordination with Al-badar Dental College, Kalaburagi.): To educate the villagers regarding oral health and hygiene and to provide free treatment. More than 1,250 people were treated for teeth and gum disorders.

**iv). Mobile Medical Camp:** 375 mobile medical camps were held in 10 villages during the year and 35,557 patients were treated and provided free medicines. Last year, INR6 lakh was spent on conducting the mobile medical camps. Every year 7,000-8,000 people take benefit of the Mobile Medical Camps.

**v). Cleft Lip Screening and Surgical Camp :**( in Coordination with KLES hospital, Belgum): So far, about 76 patients have been operated, while 176 got OPD treatment. Last year, 15 patients were screened, of which 7 patients were operated.

#### **1.9. b. Awareness Programmes:**

**i). Mother and Child Health Awareness Camp:** (In coordination with Taluka Health Department, Sedam): To help mothers understand their own and their infants nutrition, immunization and sanitation requirements. **256 children** were benefited through this camp.

**ii). Community Health Awareness Programme:** (In co-ordination with District Health Department, Kalaburagi): The programme raised awareness about commonly occurring diseases in the region. Over 268 individuals participated in the programme.

**iii). Tuberculosis AIDS Awareness Programme:** (In co-ordination with Community and Taluka Health Department): Organised for truck drivers and rural women, the programme reached out to 586 participants.

**iv). Anit Filarial Fever Awareness Campaign:** (In co-ordination with community Health Department, Malkhed): Awareness was raised on how to prevent filarial fever, a disease which has the potential of spreading an epidemic in unhygienic environment. Also medicines were distributed among, 1,150 individuals.

**v). 'World Population Day' Awareness Programme:** (In association with taluka Health Department, Sedam): The week-long programme, held at Malkhed, was replete with competitions and prizes, and witnessed a healthy participation of over 1,250 students.

**vi) Adolescent Awareness Programme:** (In co-ordination with Community and Taluka Health Department): Hosted to enhance better understanding of health and hygiene among young girls, the programme was attended by 98 participants.

#### **1.9. c. Sustainable Livelihood:**

Livelihood is more than just making a living; it is also about finding the confidence to face life and earning respect in the eyes of the loved ones and the society in general. Unfortunately, even today rural India gives limited opportunities to its citizens who wish to move away from traditional agriculture. The company encourages and nurtures the youth of these areas with apt guidance and opportunities to not just earn a livelihood but also a space in the society. While the youth is trained through Kagina Industrial Training Centre, Rural women are given training on book keeping, artificial jewellery making and embroidery through more than 63 Self Help Groups.



### i. Kagina Industrial Training Centre:

The Kagina Industrial Training Centre (KITC), managed by KJST, is an ITI recognized centre by the Department of Employment and Training, Government of Karnataka. The aim of the institute is to provide technical skills to the rural youth and enable them to get gainful employment. Currently the Institute has an capacity of 79 students per year and imparts training in four trades: \* **Electrical** \* **Fitter** \* **Welder** \* **Electronic Mechanical**.

The Selection is done through a written test and SSLC is the minimum qualification required. Preference is given to local candidates. Annually INR 50 lakh is being spent towards the upkeep of KITC. **Till date, 467 students have been trained at this centre and their skills have found recognition in form of careers in various reputed organizations of our country as well as overseas.** Powered with workshops and infrastructure with contemporary equipment, the students in this centre are also trained in fire fighting as well as different sports.

Table No. 1.

#### Courses offered and student's intake pattern:

Sl No.	Name of the Course	Intake / annum	Duration in years	No. of Units / year.
1.	Electronic Mechanical	21	2	2
2.	Electrical	21	2	2
3.	Fitter	21	2	2
4.	Welder	16	1	1

Source: Annual report.

In addition to KITC, we also conduct various skill building programmes on a regular basis.

**ii). Candle & Chalk-piece making training for SHG:** (In co-ordination with Spoorti an NGO in Malkhed): 32 Women in SHGs were trained in candle and chalk-piece making at Station Tanda Village.

**iii). Aland Mela:** (In coordination with Sarva Mangala Ladies Club): This product marketing camp provides a platform to the SHG members from Sedam to market their products.

**iv). Cattle Vaccination Camp:** (In coordination with the Animal Husbandry Department): Immunization of 8,450 animals against the foot and mouth disease was carried out at the camp.

**v). Agricultural Awareness Programme:** (In coordination with Taluka Agriculture Department, Sedam): Agricultural training and spray machines were given to 77 farmers. Additionally, Chill powder making machine, harvesting machine and noodle making machine were also mobilized so that, the SHG members of farming community benefit from additional income sources.

**vi). Tailoring Training:** (In coordination with Spoorti, an NGO in Malkhed): The workshop organized with the aim of providing livelihood to under privileged women and to lead them to financial independence saw participation by 833 women from 10 surrounding villages of Malkhed.



**The company through the KJST encourages and nurtures the youth of these areas with apt guidance and opportunities to not just earn a livelihood but also a space in the society.**

#### **1.9. d. Infrastructure Development:**

At Ultra Tech Cement limited they believe in improving the environment of rural communities makes a world of difference to their progress. They played an active part in developing the infrastructure of Malkhed and its neighbouring villages. Since 2003, under the Karnataka Government's Swasthi Grama Yojana Scheme, Swacha Grama Yojana and Jal Nirmal Project, they changed the face of the Malkhed village by:

- i) Building a cement-concrete drainage system**
- ii) Constructing concrete roads and internal approach roads**
- iii) Renovating primary healthcare centres and community toilets**
- iv) Installing street lights**
- v) Erecting over-head tanks for water supply**

In addition to physical infrastructure, they also reinforced the education and social infrastructure by:

- ✓ Upgrading the KITC college at Aditya Nagar.
- ✓ Sponsoring a garbage shifting machine for Gram Panchayat of Malkhed Building a community hall.
- ✓ Constructing more classrooms, libraries, anganwadi centres and playgrounds for government schools.
- ✓ Planting around 55,000 trees every year in the plant and colony area specially on World Environment Day.
- ✓ Commissioning a mega cleaning station at Tanda. The project saw overwhelming participation of 578 villagers
- ✓ Providing water through over-head tanks to a population of over 4,000 residing in Huda B and station Tanda villages.

#### **1.9. e. Social Reform & Community Welfare:**

Like a major portion of rural India, Kalaburagi district too is plagued by social evils and inequalities. As per the 'Reproductive and child Health District Level Household Survey', conducted by the Population Research Centre, Bangalore in 2011, 48.9% of the women in Kalaburagi district are still being married before they attain the legal age of 18. Also rampant in the district are issues like dowry, taboo on widow remarriage and discrimination against HIV/AIDS patients.

In order to catalyse social reforms and bring about community welfare, KJST has been taking regular measures like:

**i) Street Plays:**

Based on social evils in all 10 villages of the Taluka.

**ii). Counseling Sessions**

For development of village people the company made certain counseling sessions.

**iii). Joint Celebration of Festivals:**

The company tried to celebrating the festivals in the villages to bring people from all castes and backgrounds together. Means under CSR the company work for removing the untouchability.

**iv). Mass Marriages:**

Marriages may be made in heaven but weddings need to be arranged on earth. The process of conducting a wedding has become such an exorbitant process that it has become inaccessible to a sizable section of the society leading to mounting debts and further hardships. Under aegis of Sarva Mangla & Neertranga Ladies Club, Kagina Jan Seva Trust organized a mass wedding ceremony last year at Malkhed for 15 couples from economically challenged strata of society. Each couple received gold, clothes and gifts worth of INR 30,000. This excludes the INR 10,000 deposit that the brides of a mass marriage ceremony get as per the 'Adarsha Vishva' Scheme of the Karnataka Government.

Under CSR activity the company in association with Sarva Mangla & Neertaranga Ladies Club, organizes mass marriages where the process of dowry is by-passed and law of marriageable age is upheld. Since its initiation, this initiative has facilitated 25 couples to get happily married.

**v). Clothes Distribution Drives:**

KJST, coordinated with Swami Ayyappa Seva Samithi, to distribute clothes among the deprived and the old.

**1.10. Findings:**

Present study is based on secondary data. By the above information the following findings can be reached.

- ❖ CSR enhances the brand image and reputation of a cement industry and also leads to improvement in sales and customer loyalty and increased ability to attract and retain employees.
- ❖ It is necessary for practitioners within the various departments of an organization to support the integration of CSR throughout the business strategy and operations.
- ❖ CSR efforts will be successful to the degree that they are supported by a strong board and secure the chief executive officer's (CEO's) commitment.
- ❖ Marketing managers need to carry out internal marketing in their organizations. They can organize meetings and workshops for the board of directors/governing council and top managers through which they can be made aware and convinced that getting involved in CSR activities produces a good business image and improves sales for the organization.

**1.11. Suggestions:**

The results of the present study clearly brought out the fact that there is no data base about the CSR initiatives. The first and foremost important requirement is developing data base at state level and at district level.

The second lacuna observed is, lack of uniform reporting system. Even the Firms which are reporting are also not following a uniform procedure. While some are following international guidelines issued by GRI, others are following a system of their own. Therefore it is important to develop uniform guideline for reporting of CSR initiatives, including budget allocations, the nature of initiatives and the outcomes.

There should be appropriate incentives for the firms to implement CSR initiatives. These incentives could be in the form of tax concessions, award for the best initiatives, etc. Corporate sector should be able to identify the linkage between the macroeconomic policy and micro level changes in order to initiate appropriate CSR initiatives. In order to achieve this, training facilities are to be provided to the corporate sector. The training modules should include methods of needs assessment, understanding the social and economic scenario, promoting community participation, policy analysis, impact assessment, etc. This will be able to combine the professionalism of the corporate world with the social concern in designing appropriate interventions. Separate guidelines are to be provided for different size group of firms, viz, small, medium and large firms. Special provision is to be made for the small firms. Sensitization programs concentrating on the need for social responsibility and the advantages of being a responsible corporate should be organized to popularize the concept of CSR. Similarly awareness programs are to be designed for consumers to create awareness about the socially responsible firms and their activities so that there will be more demand for the products produce by these firms. This provides the necessary market incentives for the produces to be socially responsible. New research should be in the direction of developing appropriate methodology for measuring CSR and evaluating the impact of CSR.

A CSR training Institute can be promoted by the stakeholders so as to improve upon the quality of CSR projects/programs/Schemes.

The company and governmental agencies should promote research studies on CSR academically and financially. A comprehensive CSR Handbook can be prepared based on research findings.

**1.12. Conclusion:**

From the above discussion, it has been established that corporate social responsibility enhances the brand image and reputation of a Industry and also leads to improvement in sales and customer loyalty and increased ability to attract customers. Overall, CSR has been found to contribute to a positive image in the market place for the firms which practice it. Hence, since corporate social responsibility contributes to a good positive image for any company, and because it is also designed to increase performance, it is my conclusion that it should be integrated in all organizational strategies as a core value designed to significantly contribute to taking the organization to where it wants to be. As result, Ultra Tech Cement Ltd. is the most profitable cement company in India and the highest producer of cement in the world.

**1.13. LIMITATIONS OF THE STUDY:**

This research is limited to Corporate Social Responsibility practices in cement industry. Presently in this article the study is related to present status of CSR practices in Ultra Tech Cement Industry.

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