

Tata Steel: its CSR Initiatives, Ethical Code of Conduct, Social Responsibility Important for Organisations

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Abstract

This paper has been done on Tata Steel and its competitors and the corporate social responsibilities their ethical code of conduct, social responsibilities that are important for organisations. We discuss the theories on which the corporate social responsibility is based upon and the theories and various frameworks explaining how CSR has been defined as a melting point of sociology, organisations and philosophy and strategic literature, macro and micro economics, and even the psychologies of behaviour and cognition and how do they influence the present day companies and organisations. Below is the research about tata steel and all the frameworks, definitions proving how corporate social responsibility and ethical code of conduct works.

Keywords: Corporate social responsibility, tata steel, ethical code of conduct, pyramid of CSR, stakeholder typology.

Introduction

For businesses and organisations, it is especially important for them to follow their social roles and responsibilities. Business ethics, corporate social responsibility and corporate governance are the new developments in the recent decades which act as a response to the business wrongdoings. We have always relatively claimed “profitability” with business. Somehow, the social roles and responsibilities are forgotten. But in the recent years it has been noticed and has been very well examined by various researchers and practitioners that a business which follows the vision of being socially responsible with the important objective of earning profits results into being a successful profit-making organization. Dave Packard (cofounder of Hewlett-Packard) says, “I think many people assume wrongly, that a company exists simply to make money. While this is an important result of a company’s existence, we have to go deeper and find the real reasons for our being”. These concepts raise a lot of questions like why do the organisations require financial or social responsibilities, the nature of these social responsibilities and should every organization follow this (Gregory, 2018)?

In the paper below, we will see the answers to questions regarding the concepts. We will decipher the reasons of why social responsibility is as important as the financial profits for the businesses and how can the businesses fulfill the social responsibility and social roles. We will do this by taking into consideration the Steel Giant of India, Tata Steel as an example and take a closer look on how the organization manages its Corporate social responsibilities. We will take into consideration the different other organisations and compare the main organization, examining if the roles and responsibilities are fulfilled or are not achieved according to the said standards. We will see if the organization is following its CSR/Ethics codes and behaving in an ethical and a responsible way.

Aim of the Study

To provide information about the different Corporate social responsibility frameworks and theories and providing a comparison between Tata Steel and its competitors.

Corporate Social Responsibility (Definition, Theories and Frameworks Definition

CSR has been defined as a, “a melting point of philosophy, sociology, the organization and strategic literature, macro and micro economics, and even the psychologies of behaviour and cognition” (Kakabadse&Kakabadse, 2006 cited in Gregory, 2018). This definition is

vague and does not explain the proper meaning of the concept. Carroll (1999) in her article of Corporate Social responsibility defined CSR as, "the concept of good neighbourliness. Where in one hand not doing things that can spoil the neighbourhood. On the other hand, it may be expressed as the voluntary assumption of the obligation to help solve the neighbourhood problems". In other words, it is "a commitment of a business or businesses, in general, to an active role in the solution of broad social problems, such as racial discrimination, pollution, transportation or urban decay" (Eilbert&Parket, 1973, p.7 cited in Carroll, 1999).

Theory and Framework

CSR follows the four-part definitional framework wherein the researcher states that Corporate Social Responsibility encompasses the economic, legal, ethical and discretionary i.e. philanthropic expectations that society has of

organisations at a given point of time (Carroll, 2016). This framework is used to provide a base to describe the nature of businesses' responsibilities in to the society of which it is a part in a detailed manner. Previous studies suggest that the four categories of the pyramid are valid but later it was found that the four components are empirically interrelated but are conceptually independent components of corporate social responsibility. The interrelatedness of the four components of CSR has been proved to be distinct and useful after number of empirical research projects (Carroll, 2016).

Figure 1 has the following Pyramid of CSR and the following explanation of the components of the pyramid.

Figure 1 Source- (Carroll, 2016)

The Pyramid has four major components, they are- 1)

out of competition proving that economic



1. **Economic responsibilities**
2. **Legal responsibilities**
3. **Ethical responsibilities**
4. **Philanthropic responsibilities.**

Economic responsibilities are an important component here because profits are essential for both investors/owners in order to reward them and for the growth of the business when reinvested in the business itself. It includes responsibilities like cost effectiveness, investments, marketing strategies, operations and concepts related to the long-term success of the organization. Firms that are not successful in their economic or financial spheres run

responsibilities are essential (Carroll, 2016).

Second, ethical responsibilities, indirectly point towards those activities, norms, practices and standards which are not specified by the law but are condemned by the society and the businesses embrace those activities even though they are not under the guidance of the law. These responsibilities indicate towards the activities where the firms honour what the consumers, employees, owners and the community consider as a consistent with the respect to the protection of the stakeholders' moral rights. A company's decisions and practices are not only guided by the society's expectations but also by the

universal principles of philosophy such as rights, justice and utilitarianism (Carroll, 2016).

Legal responsibilities, state that businesses are expected to include rules and regulations and in effect to the society's view of "codified ethics" they are required to include the fundamentals of the fair business practices as established by the lawmakers on the state, federal and local levels. The important expectations which are a part of the legal responsibilities are- performing in the manner regulated by the law, complying with the various regulations, conducting themselves as the citizens abiding by the law, providing legit goods and services and fulfilling their obligations to the legal stakeholders (Carroll, 2016).

Lastly, philanthropic responsibilities include all "business giving" embracing the discretionary and voluntary activities of the business. These responsibilities are guided by the organisations's desire to participate in social activities which are not stated by laws and are not generally expected of business in the ethical sense. Some firms practice this as a sense of practicality and for the need of the hour but it is not considered to be immoral. Hence, we see that it is done in good faith and that is the reason why philanthropic responsibilities are discretionary and voluntary and has been a major part of the definition of CSR since old times (Carroll, 2016)

Hence, in the conclusion of the Pyramid of CSR we see that all four components, i.e. "Economic responsibility is 'required' of business by society; legal responsibility is 'required' of business by society; ethical responsibility is 'expected' of business by society; and the philanthropic responsibility is 'expected/desired' of business by the society" (Carroll, 1999 cited in Carroll, 2016).

CSR and Stakeholders

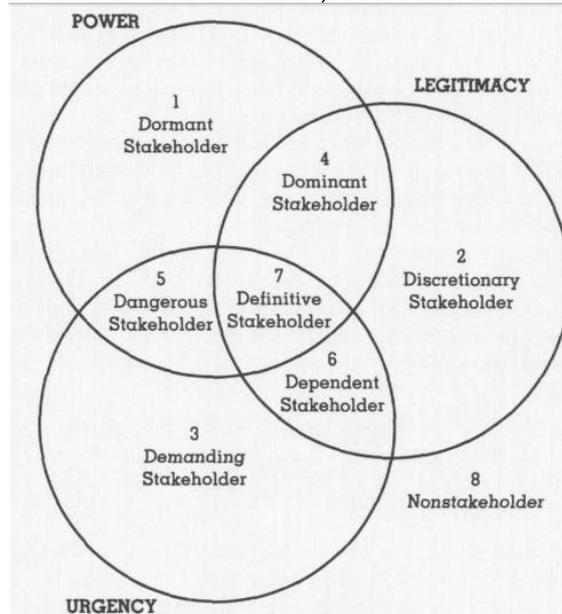
As Freeman (1984) in his book, Strategic Management states the stakeholders approach wherein he asks, "The Principle of who or what really counts" meaning that who are the stakeholders of the firm and to whom do managers pay attention (Mitchell et al., 1997). A stakeholder may be defined in an organization as any group or individual who can affect or is affected by the achievement of an organization's objective. Management's issue is to see which stakeholder might qualify and receive consideration in the decision-making process (Carroll, 1991). According to the theory managers sort out the urgency or importance based on the two vital components which are- stakeholder's legitimacy meaning the "extent to which the group has a justifiable right to be making its claim" and power which might be "of central influence" (Carroll, 1991).

The important challenge of the stakeholder management is to see if the firm's primary stakeholders get their part along with the rest of the stakeholders are satisfied. The important function of

stakeholder management is to describe, understand, analyse and finally manage. The major questions asked in strategic management indicate the

Figure 2 Stakeholder Typology
Source – (Mitchell, R K. et al., 1997)

usefulness of stakeholder's approach. They are- "1) Who are our stakeholders? 2) What are their stakes?



3) What opportunities and challenges are presented by our shareholders? 4) What responsibilities do we have towards our stakeholders? 5) What strategies, actions or decisions should we take to best deal with these responsibilities?" (Carroll, 1991). This approach is useful for the businesses now a day as it provides an in-depth analysis of the corporate appraisal of the financial as well as economic, political, technological and environmental concerns.

The figure 2 shows the stakeholders typology wherein, the managers' insight to develop a theory of "stakeholder salience" is explained. They define "salience" as "to which the managers give priority to competing stakeholder claims". If the attributes of a stakeholder namely power, urgency and legitimacy are more priority will be given to the stakeholders (Mitchell, R K et al., 1997). Power and legitimacy are interrelated, and all the three components can overlap. Stakeholders have been described in different classes or types. Refer figure 3.

Managers identify the stakeholders into two categories- potential for threat and potential for cooperation. The stakeholder typology helps in finding out the general strategies for managing stakeholders with different levels of potential. Figure 4 depicts the matrix for strategies and potential of the stakeholders.

Figure 3 Types or classes of stakeholders Source- (Mitchell, R K. et al., 1997)

1) Dormant stakeholder	power
2) Discretionary stakeholder	legitimacy
3) Demanding stakeholder	urgency
4) Dominant stakeholder	Power and legitimacy
5) Dangerous stakeholder	Power and urgency
6) Dependent stakeholder	Legitimacy and urgency
7) Definitive stakeholder	Power, legitimacy and Urgency

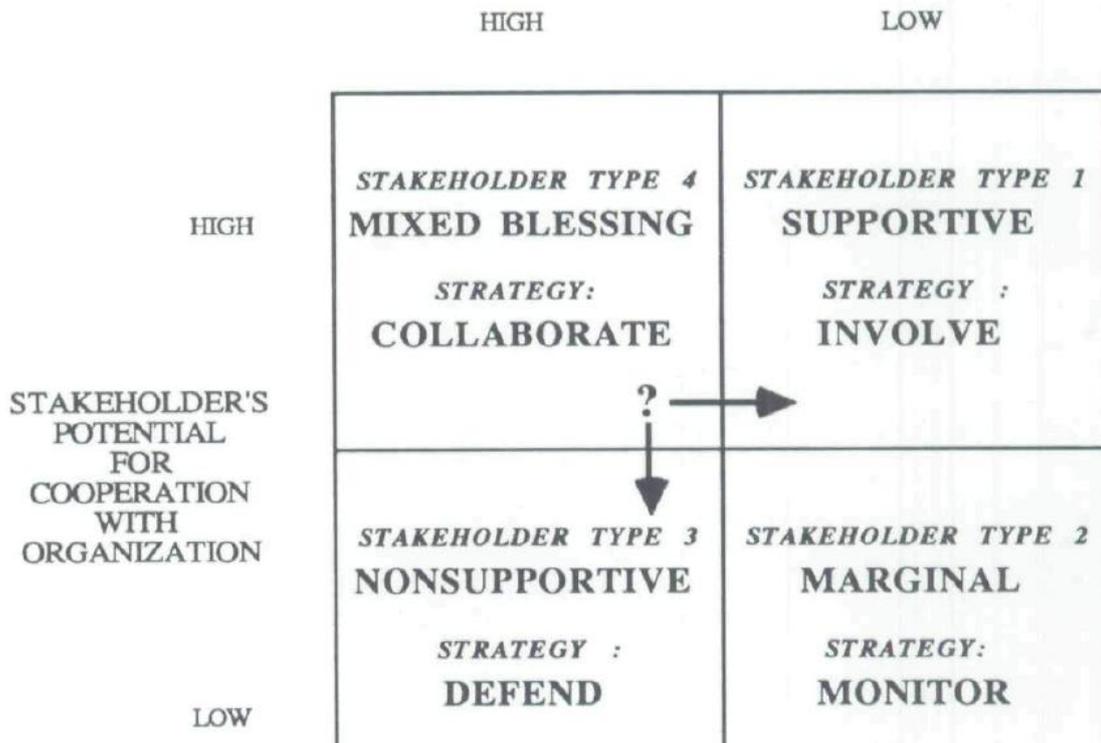


Figure 4 Strategies or actions
Source- Savage et al., 1991)

In Figure 4 we see that stakeholder types are divided into 4 types. They are-

Supportive

They are the ideal stakeholders which involve the strategy to involve.

Marginal

Strategy is to keep a check so that the circumstances do not change.

Non-supportive

The strategy involved is to defend.

Mixed-blessing

Strategy for them is to collaborate (Savage et al., 1991). Stakeholder collaboration comes up with various limitations. Such as- Culture clash, resource intensity, resistance, co-optation, uncontrollability, accountability and Schizophrenia (Crane&Matten, 2016 cited in Gregory, 2018).

Tata Steel

The organisation chosen is the Indian steel giant, Tata steel which has been known for its social responsibilities and the fulfillment of those responsibilities in the best way possible in India as well as the other countries throughout the world. It has set up a Tata sustainability group (TSG) which works with the tata companies to maintain leadership and to work with the mission, objective and guide to maintain sustainability in their business strategies demonstrating responsibility towards society and the environment (TATA Steel, 2016).

As stated in the literature by Carroll (1991), she stated the Pyramid of CSR which had the four major components of CSR i.e. ethical, economic, philanthropic and legal responsibilities. It concludes by saying, if a company fulfills these responsibilities, voluntary or involuntary, it is supposed to be following the Corporate Social responsibility criteria. Now, in Tata Steel we see they have four major key focus areas for CSR which are as follows-

1. Community Initiatives
2. Environmental initiatives
3. Group CSR objectives
4. Disaster Response.

Tata decided to allocate at least 2% of its net profits before taxes towards CSR activities to sustain and improve a healthy and prosperous environment and to improve the quality of life of the communities they work in.

It comes to my notice that tata specified in their CSR documentation of sustainability states that all communities are benefited from the activities and they focus on the groups that are socially marginalized including women, children and scheduled castes and tribes. And the company's CSR activities revolve around 6 guiding principles-Impact, partnerships, affirmative action, volunteerism, communication and innovation (Tata Steel, 2014). CSR initiatives taken up by Tata are education, health, livelihood, rural urban developments, sports,

ethnicity, environment, disaster relief and support to technology incubators (Tata steel, 2014).

Below I will discuss the theory of CSR framework of pyramid and CSR-stakeholder approach by taking into consideration the activities and responsibilities performed by TATA steel. Tata steel in its 'Code of Conduct' comprises of to initiate the welfare of social community and provide better health and sanitation for everyone along with the water management, vocational training and applications of modern and scientific techniques and expertise wand is claimed to be reviewed periodically in harmony with regional and national priorities. The company would not treat the policies as secondary and will keep them as a priority. Later in the conduct they added that the "company will be mindful of its social and moral responsibilities to consumers, employees, shareholders, society and the local community" (Srivatsava et al., 2012)

Tata Steel has stated a lot of clauses in its documentations concerning sustainability, corporate social responsibility, its initiatives considering the customers, employees. Citizenship, stakeholders and society where they operate in. The code of conducts of the company states various clauses concerning the different stakeholders of the company and its initiatives. They cover the areas of ethical, philanthropic and legal responsibilities by informing us about the goods and services provided to the customers are according to the standards and comply with laws. They will not get into unlawful trade and businesses and will support the open markets and the liberalization of trade and business in all markets and economy. Along with theses the work towards the welfare of the community by committing to good citizenship and help in improving the quality of life of the people in communities along with the commitment to improve the environmental situations concerning the greenhouse effects and exploitation of natural resources. Complying with the laws and regulations,

they work towards the environmental sustainability (Tata Steel, 2013).

Covering the stakeholders, they swear to keep a transparency with everyone, providing them with proper accounts and informations about the assests and liabailities, investments done by the organization and maintain proper records of the activities done (Tata Steel, 2013).

In accordance with the stakeholders' approach, the model includes the governments, Tata Steel states the Political non-alignment wherein, with accordance with the constitution and government systems, not supporting any particular political party nor do they give donations to any particular party, candidate or campaign. Government engagement includes no obstruction in the way government works and no obstruction in making the documents available for any review or investigation (Tata Steel, 2013).

Another major stakeholders of the company are employees as stated in the literature who play an important part in the organisation's existence and the company should be responsible towards them. Employees should be given equal opportunity and should be treated respectfully and with dignity. Human rights policies should not be violated and there will be a check upon the employees so that they do not take part in any illegal or improper payments or corruption. And last but not the least they swear upon the fact that the employees would not indulge in any kind of insider trading harming the company and abiding by the anti-corruption laws of the country (Tata Steel, 2013).

All these initiatives, activities and regulations by tata steel shows their corporate social responsibilities are being met as per the literature which states about the pyramid of CSR and stakeholders' approach, taking into consideration everyone in the organization. Below are the works that prove my point of Tata Steel considering the corporate social responsibilities.



Figure 5 the initiatives
Source- (Tata steel brochure, 2016)

Tata Steel in its initiatives of "building on capabilities" has helped in the empowerment of people from backward sections of society to acquire skill-based training and entrepreneurship opportunities to provide livelihoods (Appendix 1). Tata Steel is present in countries like Europe and India where they introduce young minds to the different ways of how a business operates, economic regeneration, providing people with 'on the job exposure' developing the skills and the students are supported economically. Teaching the rural students and generating employment for them. Hence, the capabilities are enhanced and worked upon to educate and generate employment. Tata Steel has considered the risks faced by the planet and has made viable ways to help protect the environment and save the Earth's biodiversity (Appendix 1). Tata steel in its ethical responsibilities has helped in sustainability processes such as where they have worked for enriching the water retention capability, encouraged ecotourism, built a lot of dams and boulders to harvest rainwater, preventing the killing of endangered animals and has worked especially in Africa to prevent poaching of animals (Tata Steel, 2016).

Comparisons between organisations

To check if the primary organization is functioning according to the CSR policies and stand by their promises, we will compare the documentation with the code of conduct and reports of the other organisations.

Arcelor Mittal

This is the world's biggest steel producing and mining company. It is present in 60 countries. Their responsibilities report states that the technology should be safe and not harm any of the population in the world. Proper usage of technology and advancements. They claim sophisticated process integrated measures for the improvement of the environment; they have dedicated their 10-15% of profits to environmental sustainability. Helping to make the communities enriched with increased welfare, lowered poverty, creating training opportunities for unskilled and skilled population (ArcelorMittal, 2015). Their ethics sheet states that they will have a proper transparency of the daily business activities that are taking pace in the organisations and will also be careful of the employees and stakeholders (ArcelorMittal, 2013) ArcelorMittal is the largest in the steel industry and has not faced any ethical issues or fake claims for the activities they perform.

Toyota Tsusho Corp

This is one of the biggest competitors for both Tata Steel and ArcelorMittal. They have clearly made their code of conduct and reports and stated differently unlike the above two, what they do, and they abide by which laws and rules and regulations. They have also initiated activities in CO2 reduction and sustainable environmental objectives along with recycling waste materials and reduction of pollution risks. Employee welfare and protecting the human rights has been a major part of their work too. They additionally work towards the illegally obtaining of the

minerals in Africa used for arms and other hazardous products (Toyota Tsusho, 2016).

Compared with our main organisations, they do their activities differently with additional work for the society and the countries they work in. Tata takes its business and programmes to far and wide but is unable to widespread as much as these organisations have worked upon.

When Tata steel is compared with them, they are the 8th largest in the world and have a little less network than ArcelorMittal or Toyota Tsusho. Their conducts do not vary much; they have planned it out for their organisations. When we see them together, Tata steel seems to follow their documents as written and works voluntarily for a lot of programmes started by them in the different countries considering various world harming issues. They mention in their code of conduct and work accordingly, following their visions and beliefs for India and its population through their various initiatives and works all over the country as shown above.

Conclusion

As we have seen above with all the facts and figures that Atta performs corporate social responsibility in its best ways possible. It is not my analysis, but Tata has also been awarded by numerous times for their initiatives for CSR. Like they were awarded as winners in 'Corporate Social Responsibility' by the procurement leaders in London (Press trust of India, 2013) and after by an Asian Agency. These awards prove that they have been following the code of conduct ethically and have no issues regarding it. Their initiatives have been doing a great work in India as I have also been a part of them and observed and analyzed it personally. Their initiatives are helping the population of a developing country to set its mark in the international market and amongst the developed countries. And as I have mentioned earlier and would like to bring to our notice again, that the documentation provided has been met throughout and can not be doubted.

Their responsibilities when categorized as Carroll (1991) stated in her Pyramid of CSR can be divided and can be observed as they have been working towards everything. Be it the philanthropic responsibilities or ethical responsibilities, they have worked upon each of it. According to their sustainability report, they are taking care of the environment by avoiding the usage of obsolete methods of production and manufacturing which might cause harm to the environment. Stakeholders; approach stated the importance of every stakeholder who are a part of the organization and are playing a major role in their working and networks as stated by Mitchell et al. (1997) in their theory of stakeholders' salience. Tata steel has followed the rule of salience and has made every stakeholder a major part of their network, including the government and the political parties without supporting them and being a part of the integral part of the national advancement.

Concluding, I would say, that Tata Steel India, one of the giant steel makers in the world has managed to mention every detail in their documentations and has also achieved to whatever

they had promised the consumers and the society and the communities they operated in. when compared with the other organisations in the same steel industry, they have achieved quite a bit and being the 8th largest steel maker has worked to its best and has

Shaping rewarding careers (India)

The Indian Hotels' hospitality training programme offers skills-based training to underprivileged youth, helping them find better jobs and ensuring promising careers for many. Set up in partnership with like minded government and non-government organisations skill training centres provide basic training in hotel industry processes to rural youth. Indian Hotels now partners with 36 such centres and has trained more than 10,000 youth over the last four years, 95 per cent of who have gained employment.

Driving economic regeneration (Europe)

The initiative by UK Steel Enterprise is aimed at economic regeneration of communities affected by changes in the steel industry. Nearly £85 million has been disbursed and over 6,000 businesses supported with more than 75,000 new jobs created in the last 40 years.

Enhancing employability and safety (India)

Tata Motors' Learn and Earn, is a year-long programme, which trains youth through theoretical learning and 'on-the-job-exposure at the service centre. Students are also economically supported. This programme is currently running in 20 cities in partnership with dealers and skill development agencies.

Nurturing critical skills (Africa)

Tata Steel KZN has launched several programmes, of which skills development and women empowerment related activities take high priority. The company has identified several schools that need funding and has worked with these schools to serve them in their needs. Tata Steel KZN also puts a great deal of effort into hiring and training local citizens to work at the plant.

Through Education

Enriching the learning experience (India)

In association with CHIP, an NGO, Tata Communications is working towards improving the quality of education in government schools in Mumbai. The programme enables collaborations between administrators, teachers and parents. It also helps develop a child-centric pedagogy for the social and academic improvement of every student by leveraging IT. Since implementation, student attention, retention and engagement have improved significantly in each school.

Instilling reading habits (North America)

Nearly 500,000 books, valued at more than \$1.5 million, have been donated throughout the US and Canada through the First Book reading programmes. The engagement has been across 11 companies and nine states and provinces in these countries.

Improving learning opportunities (India)

Tata Power supports 262 villages in the Nirsra block of Jharkhand through an 'Education Project' aiming to improve the learning level of children in the 5 to 14 year age bracket. The project helps to bridge the gap between the community and village school system. The project deploys a unique and active approach towards learning and has, thus far, shown a substantial improvement in learning levels.

Supporting outstanding executive education (North America)

The Tata group donated \$50 million to Harvard Business School (HBS) for setting up an academic and residential building on the HBS campus. Tata Hall was established to enhance the Executive Education experience on the HBS campus and to accommodate a growing number of programme participants.

been working up to the mark and in an ethical and responsible way.

Appendix

1. Initiatives are presented below Building on Capabilities

Unleashing aspirations to succeed (India)

Project 'Udaan' is an initiative by TCS to help youth from Jammu & Kashmir caught in challenging circumstances to prove their mettle and join the workforce. The project is a joint initiative by the NSDC (National Skill Development Corporation), Government of India, and SII (Special Industry Initiative). TCS has been associated with the programme since its inception and aims to create opportunities for at least 850 youth, over a five-year period. Till date, the programme has trained over 450 candidates, of which 250 are currently employed with TCS.

Igniting young minds (Europe)

Launched in 2011 at Tata Steel, the industrial cadet programme provides young people (aged 14-16) insight into how a business operates. It aims at introducing them to careers in manufacturing and technology, and inspiring them to study STEM (science, technology, engineering and maths) subjects at school. Currently the programme reaches out to around 75 youngsters each year.

Promoting rural economy (India)

Tata Chemicals established the Uday foundation to generate employment for local educated youth in rural areas. A rural BPO service provider, Uday is committed to delivering quality business value and transforming the rural ecosystem. Today, Uday delivers a wide range of low and high-end services to Tata Teleservices and Tata Chemicals.

Aiding higher education (India)

Tata Chemicals' Maitreyi education initiative supports girls who are from backward communities and have dropped out of school due to financial constraints. The programme, in association with SNDT University, Mumbai, provides scholarships for further education and employment opportunities for girls. The Shiksha Maitreyi centre has, till date, aided more than 1,000 young girls in their quest for higher education.

Helping enhance students' skills (India & Europe)

Engineering technical education and talent development is a core agenda taken up by Tata Technologies. The Ready Engineer (RE) initiative aims to bridge the industry talent gap by helping to educate and mentor aspiring young engineers. Tata Technologies' proprietary engineering training platform will also provide students with access to the largest library of online training and tutorials during the course of the programme.

Moulding young minds (India)

Tata Global Beverages provides high standards of education at the High Range School in Munnar, Kerala. The school was set up for the benefit of the children of employees of Tata Global Beverages and Kannan Devan Hill Plantations in Munnar with the objective of moulding young minds through all-round education.

Working for a greater Planet

Preserving biodiversity (India)

Tata Power has been involved in the conservation of the habitat for 50 years in and around its hydro power facilities. Since 1970, forestation has been taken up on a large scale and today, a total of 15,000,000+ saplings have been planted. This initiative has not only helped in increasing the water retention capability and rejuvenation of the springs, but has also helped in conserving the area's flora and fauna.

Protecting the Mahseer (India)

The golden Mahseer has received a new lease of life through the consistent efforts of Tata Power since the last 40 years, in what can be described as the biggest Indian conservation effort after Project Tiger. On an average, Tata Power breeds over 1 to 1.5 Lakh Mahseer each year and gives them gratis to many states in India. The Mahseer project has promoted biodiversity and encouraged ecotourism, while giving a fresh lease of life to one of the most magnificent of the world's water wonders.

Conserving the marine turtle (India)

TCS along with Sahyadri Nisarga Mitra has implemented the marine turtle conservation programme on a participatory basis since 2010-11 to address the cause of protecting breeding sites of globally endangered species of marine Olive Ridley Turtles. The conservation activities include preventing killing/hunting of turtles arriving for breeding, building protection nests, constructing hatchery, protecting hatchery and releasing hatchlings into their natural habitat.

Supporting wildlife preservation (India)

Kanan Devan Hills Plantation Company has been supporting the Kerala Forest Department and the High Range Wildlife and Environment Preservation Association to partner with the tribal people of the region in Kerala to protect wildlife and conserve many local flora and fauna, including the Niligiri Tahr. Today, more than half of the total world's population of these goats, numbering more than 100,000 is found in these parts. Wildlife across the company's estates is regularly monitored and sighting records are maintained. This record acts as a useful tool to map the faunal diversity of the area. In addition, any cases of poaching or injury to animals noticed are immediately informed to the Forest Department.

Executing a comprehensive ecology programme (India)

The *Dharti Ko Arpan* programme at Tata Chemicals runs several initiatives for ecology preservation, species conservation and protection of biodiversity, including the mangrove regeneration project near Mithapur. The 'Save the Whale Shark' initiative and creation of Eco Clubs to generate awareness of environmental issues were hugely successful. The programme's objective is to integrate all ongoing and planned efforts such as awareness, conservation and greening into one cohesive programme to provide benefits for the area as a whole, involving various stakeholders.

Implementing rainwater harvesting (India)

Rallis initiated a water-shed project, Jal Dhan, aimed at increasing agricultural productivity of small and marginal farmers. The project harvests rainwater by constructing various temporary and permanent structures like loose boulder, diversion dam, check dam and so on. These structures are created with the help of employee volunteers and villagers. The project covers six villages and benefits over 1,500 people.

Protecting animals from poaching (Africa)

Jaguar Land Rover works with the Born Free Foundation to supply vehicles and gives sponsorship money. Born Free attempts to protect the world's rarest wolf species in Ethiopia, and big cats in South Africa. In Malawi, the foundation helps to rehabilitate monkeys rescued from the illegal pet trade, and in Sri Lanka it helps to rescue orphaned baby elephants.

Source-(Tata Steel, 2016)

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