

Investigation of opinion and choice of public in coalfields towards CSR practice of Indian coal mining industry

This paper describes a qualitative study for investigating what local people in Indian coalfields opine towards CSR initiatives of coal mining industry and what choices they propose to be undertaken in CSR delivery of the industry. The first part of the paper consists of a pen picture of Indian coal mining industry and its CSR initiatives undertaken during last three years based on content survey of annual reports of coal mining companies as well as government reports. The second part narrates a qualitative survey conducted with the help of a well constructed instrument to investigate the opinion and the choice of local public in a coalfield towards CSR practice of the Indian coal mining industry. The respondents of the survey included the elected village representatives (n = 174) and local members of national parliament and state assembly, media reporters, NGO representatives, teachers and government administrative officials (n = 60). The results reflected that the general opinion of local public towards CSR practice was positive. The primary beneficiaries of CSR initiatives in India i.e. the village representatives expected much more benefits but the secondary beneficiaries opined higher in favour. The list of choices collected from the respondents has been edited and a summary has been presented in results which will be useful for the industry, the institutions and the academicians.

Keywords: Coalfield; coal mining industry; CSR; inclusive growth; sustainable development.

1. Introduction

India Inc. is in process of attaining a significant global footprint since last decade. The country has attained the status of one of the fastest growing economies in the world and has officially become \$2 trillion economy in 2014-15 (HLC Report 2015). High economic growth often widens inequality. When this growth is based on mining industries which exploit natural capital and damage the environmental balance attracts serious public concern. The international

community has consistently been showing such concern since decades that blind economic development may lead to unsustainable future.

Recognizing the approach that integrating social, environmental and ethical responsibilities into the governance of businesses world over ensures long term success, competitiveness and sustainability, the GoI started viewing the business entities as an integral part of society that they can bear a critical and active role to play in the sustenance and improvement of healthy ecosystems, in fostering social inclusiveness and equity, and in upholding the essentials of ethical practices and good governance; and required in nineties the business sectors to take the responsibility of exhibiting socially responsible business practices to ensure distribution of wealth and well-being of the communities in which the business operates. To direct the efforts of business entities towards fostering social inclusiveness, equity and sustainable development, the government issued guidelines to the companies in 2009 that each business entity should formulate a CSR policy as an integral part of its business policy and aligned with its business goals to guide its strategic planning and provide a roadmap for its CSR initiatives (CSRV Guidelines 2009). The framework of policy was formulated in the guidelines at par with international principle-based concept of CSR that it should provide respect, care and create value for all stakeholders; governance systems should be underpinned by ethics, transparency and accountability, respect for workers' rights and welfare, respect human rights, respect environment, undertake activities for economic and social development of communities and geographical areas particularly in the vicinity of their operations, and the implementation strategy which should include identification of activities, setting measurable physical targets with time frame, organizational mechanism and responsibilities, time schedules and monitoring.

In subsequent years, the government monitored the impacts and responses of the guidelines, revised them and finally modified the Companies Act in 2013 to make CSR a statutory provision. The Companies Act (2013) was soon followed with Companies (CSR Policy) Rules 2014. With these interventions of the government, CSR in India shifted from voluntary principle-based concept to rule-based concept. The

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main contents of law related to CSR in India are as below.

Activity	Description
Formation of CSR Committee	Company shall have a CSR Committee consisting of three or more directors. The Board of Company is responsible for formation of the Committee.
CSR Policy	Company shall have its CSR policy (approved by the Board) which shall include the activities to be undertaken by the company. CSR Committee is responsible to formulate and recommend the policy to Board for approval.
Financing	The CSR Committee shall recommend the amount of expenditure to be incurred on the CSR activities. The Board shall ensure that the company spends, in every financial year, at least two per cent of the average net profits of the company made during the three immediately preceding financial years.
Activities	Excluding the activities to be undertaken in pursuance of its normal course of business, the company shall undertake activities relating to (1) eradicating extreme hunger and poverty; (2) promotion of education; (3) promotion of gender equality and women empowerment; (4) reducing child mortality and improving maternal health; (5) combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases; (6) ensuring environmental sustainability; (7) employment enhancing vocational skills; (8) social business projects; (9) contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development and relief and funds for the welfare of the scheduled castes, the Scheduled Tribes, other backward classes, minorities and women; and (10) such other matters as may be prescribed by the government.
Implementation & monitoring	The Board is responsible to implement the CSR policy. The CSR Committee shall monitor the CSR policy from time to time, and institute a transparent monitoring mechanism for implementation of the CSR projects or programmes or activities undertaken by the company.
Reporting	The Board shall ensure that the contents of

CSR policy is published on the website of company; and the details of CSR spent during the financial year is included in the Annual Report of the company mentioning the amount spent along with the activities undertaken mentioning locations etc.

Preferred beneficiary

The Board is responsible for spending the amount earmarked for CSR activities ensuring that the company gives preference to the local area and areas around it where it operates for CSR activities.

The CSR activities to be undertaken by companies statutorily focus mainly on achieving millennium development goals; as such sustainable development is the basic objective of CSR initiatives in India. DPE Guidelines state more specifically that CSR being an important constituent of the overarching framework of sustainability, the CSR and the sustainable development are complementary, and CPSEs shall not to overlook the larger objective of sustainable development in the conduct of business and in pursuit of CSR agenda (DPE Guidelines 2014). As the sustainable development initiatives concentrate towards eliminating poverty and ensuring inclusive development, and the preferred beneficiary of CSR in India is local area where the business operates, this is required for coal mining industry to deliver CSR more in coalfields.

A company in a democratic country often starts its business with permission from public and operates with approval of the public; and its existence depends upon acceptance from the public. In this situation, this is important that CSR delivery of a company should focus upon the requirements of the locality where it operates. As the opinion and the choice of public play important roles in decision making towards better implementation of a policy designed to add value to the society, it is urgent to investigate what opinion the public in coalfields bear towards the prevalent CSR practice of the Indian coal mining industry and what they expect from the industry under CSR delivery. The investigation will provide a feedback to the industry and policy makers for making the CSR practice of the Indian coal mining industry more meaningful and acceptable to public in coalfields.

2. Indian coal mining industry and its CSR practice

Coal mining industry is one of the most important propellants of economy in India. Total reserves of coal in India are 301.56 billion tonnes as on 01.04.2014 (MoC 2015); 83% of this belongs to non-coking category (grades G5 to G15) which is consumed mainly for power, cement and fertilizer production, remaining is coking coal which is consumed mainly by steel plants. India has also a reserve of lignite of 38.76 billion tonnes. At the current rate of consumption it is estimated that

it will take more than 200 years to consume the available coal reserves. India occupies fifth position with 7% share among countries having highest coal reserves behind US (26%), Russia (18%), China (13%) and Australia (9%) but occupies third position among largest producers of coal behind China and US. Around 90% of coal in India is produced by the government-owned companies, namely Coal India Limited (CIL), Singareni Collieries Company Limited (SCCL) and Neyveli Lignite Corporation (NLC). CIL is one of the largest coal producing companies in the world producing 80% of total coal production in India. A small percentage of coal in India is produced by privately owned companies also but their role is limited to captive mining for the purpose of self consumption like in steel production, power generation, cement production, fertilizer production. The country aims to produce one billion tonne of coal by the year 2019-20 and even much more in succeeding years (Singh and Mishra 2016).

In spite of large reserves of coal, the present coal mining industry is unable to increase the coal production to match the demand and so the government has been taking initiatives to allocate various coal blocks to government as well as private companies under Captive Mining Policy for meeting the national coal requirements, and issuing direction and guidance to strengthen the business ethics of coal mining companies through delivering CSR and sustainability measures.

Coal mining industry in India is controlled by the central government since nationalization of coal mines in early 1970s and the Ministry of Coal (MoC), GoI plays a key role in formulation of policy and strategies for coal exploration, project approvals and other issues relating to the production, supply, distribution and pricing of coal. All coking coal mines were nationalized in 1971-72 and non-coking coal mines in 1973. The two public sector undertakings namely CIL and NLC are under the direct administrative control of the MoC. CIL was formed as a holding company in 1975 incorporating almost all coal assets of the nation and this has wholly owned eight coal producing subsidiaries and one planning and design subsidiary, namely (1) Eastern Coalfields Limited (ECL), Sanctoria (West Bengal), (2) Bharat Coking Coal Limited (BCCL), Dhanbad (Jharkhand), (3) Central Coalfields Limited (CCL), Ranchi (Jharkhand), (4) Northern Coalfields Limited (NCL), Singrauli (Madhya Pradesh), (5) Western Coalfields Limited (WCL), Nagpur (Maharashtra), (6) South Eastern Coalfields Limited (SECL), Bilaspur (Chhatisgarh), (7) Mahanadi Coalfields Limited (MCL), Sambalpur (Orissa), (8) Coal India Africana Limitada, Mozambique, and (9) Central Mine Planning & Design Institute Limited (CMPDIL), Ranchi, (Jharkhand). CIL produced 494 million tonnes of coal in 2014-15 and 537 million tonnes in 2015-16. NLC with headquarters at Neyveli in Tamil Nadu is primarily engaged in the exploitation of lignite deposits in the country and generation of power from lignite, and accounts for total lignite production in India which is nearly 5% of India's total coal production.

SCCL with its headquarter at Kothagudem, Telangana is a joint undertaking of Government of Telangana and Government of India. This company is engaged in exploitation of coal reserves in the State of Telangana and accounts for around 10% of India's total coal production.

The instant study is limited to these companies, mainly the CIL which is one of the largest corporate employers with manpower of 3,33,097 (as on 1st April, 2015) and operating in 21 major coalfields through 82 mining areas across eight provincial states of India having 430 mines including 175 opencast mines, 227 underground mines and 28 mixed mines that is including both opencast and underground mines in addition to 15 coal washeries (12 coking coal and 3 non-coking coal) and several other establishments like workshops, hospitals etc.

2.1 CSR PRACTICE OF INDIAN COAL MINING INDUSTRY

CIL and its subsidiary companies, NLC and SCCL undertake CSR initiatives with allocation of funds as per Section 135(1) of Companies Act, 2013 which stipulate to spend at least 2% of the average net profit of the company for the three immediate preceding financial years. However, as per its CSR Policy, CIL is committed to spend at least 2% of the average net profit of the company for the three immediate preceding financial years or Rs. 2.00 per tonne of coal production of previous year whichever is higher. All these companies have their own CSR policy.

Allocation of fund for CSR initiatives and actual expenditure made by CIL and its subsidiaries as well as of NLC and SCCL during last three years is shown in Table 1. CSR expenditure in the year 2012-13 was poor in CIL with utilization of Rs.149.55 crores whereas the companies had allocated a budget of Rs.595.74 crores. A significant improvement was seen during the year 2013-14 wherein Rs.409.37 crores was utilized out of the allocated Rs. 474.36 crore. The utilization of CSR fund for year 2014-15 stood at Rs.298.10 crores out of Rs.471.65 allocated for the purpose. Similarly, utilization of CSR funds by NLC during the last three years was: Rs.14.26 crores out of Rs.13.00 crores allocated in the year 2012-13; Rs.26.30 crores utilized out of Rs.26.04 crores allocated in 2013-14 and Rs.47.49 crores utilized against allocation of Rs.41.60 crores in the year 2014-15. (Report 2016; Sustainability Report 2015). SCCL could utilize only Rs.3.85 crores out of Rs.15.56 crores allocated for the year 2014-15. In the year 2012-13, SCCL utilized Rs.3.69 crores and in the year 2013-14 against allocation of Rs.13.50 crores, only Rs.3.69 crores could be utilized (Satyarthi and Rao 2016).

A study of the prevalent CSR practice of CIL and its subsidiary companies revealed that the CSR activities undertaken by the industry consisted mainly: (1) Education - financial assistance to schools, scholarship, adult literacy, bicycle to needy girl students etc., (2) Water supply including drinking water - installation and repair of hand pumps,

TABLE 1 CSR BUDGET AND EXPENDITURE OF CIL AND ITS SUBSIDIARIES

(in Rs. crore. One crore equals 10 millions)

Year	2012-13		2013-14		2014-15	
	Budget	Expenditure	Budget	Expenditure	Budget	Expenditure
ECL	23.89	9.42	29.35	21.97	37.90	24.85
BCCL	23.63	7.43	30.50	20.00	30.00	14.33
CCL	47.72	13.66	26.42	26.94	48.00	48.87
WCL	40.67	20.96	29.46	23.80	7.95	61.77
SECL	181.79	46.63	63.94	43.91	129.00	20.15
MCL	73.36	25.56	101.72	111.48	112.48	40.43
NCL	95.73	17.64	48.99	39.72	80.28	61.30
CMPDIL	1.63	1.06	1.82	1.82	2.00	1.68
CIL (HQ)/NEC	107.32	7.19	142.16	141.70*	24.04	24.72
Coal India Total	595.74	149.55	474.36	409.37	471.65	298.10
NLC	13.00	14.26	26.04	26.3	41.6	47.49
SCCL	3.69	3.69	13.50	8.33	15.56	3.85 ^{\$}
Grand Total	612.43	167.5	513.9	444	528.81	349.44

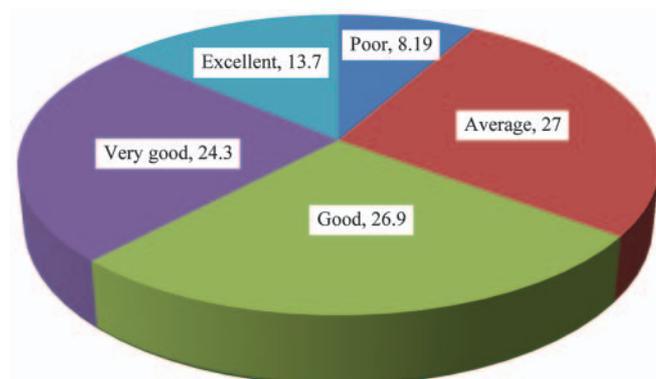
*The amount of expenditure of CIL (HQ) i.e. Rs. 141.70 crores includes ECL's Rs.21.97 crores.

Source: Report of Standing Committee on Coal & Steel (2015-16), 16th Lok Sabha, GoI, and

Sustainability Report 2014-15 of CIL, Verified and Assured 12102015

^{\$} from Annual Report 2014-15, SCCL page 30

digging wells boreholes, laying pipelines, (3) Health care – organizing health awareness camps on AIDS, TB, leprosy, diet, nutrition, family planning, facilities of mobile medical vans etc., Assistance for creating employment opportunities to the visually impaired, assistance for creating employment opportunities to the visually impaired (4) Social empowerment - training and development in various fields such as welding, fabrication, tailoring, farming etc. for weaker section of the community for self employment, (5) Sports and culture - promotion of sports of different events in coalfields including nearby villages, (6) Infrastructure support – construction of community buildings, roads, culverts, repairing and supply of furniture for educational institutions, (7) Generation of employment – by setting up cooperative



Frequency percentage of responses towards CSR from public in general

Fig.1 Frequency of responses of general public in coalfield towards CSR practice of Indian coal mining industry

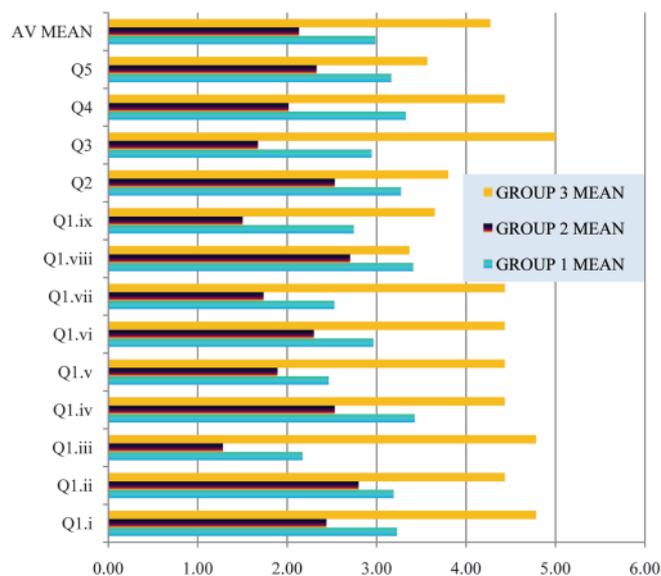


Fig.2 Mean of responses chart: Mean of Group 3 responses was higher for the whole measure

societies, construction of shopping complex etc., (8) Relief of victim against natural calamities, (9) Adoption of village – for carrying out activities like infrastructure development such as providing solar light, windmill, construction of road etc., (10) Financial assistance to NGOs – for under taking different activities towards upliftment of the under privileged backward, physically and mentally challenged children; repair and maintenance of Holy Child Home, provision for water filtering systems for the welfare home for children of life term prisoners and sex workers, assistance for creating employment opportunities to the visually impaired. A substantial amount

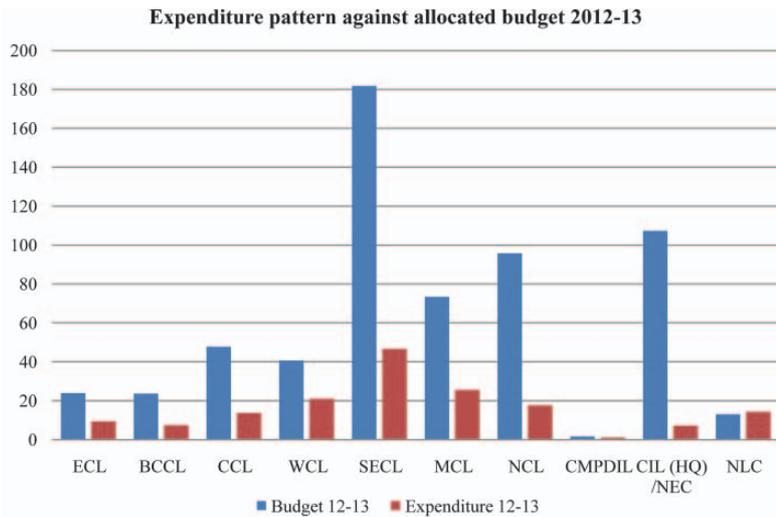


Fig.3(1) Chart showing actual CSR expenditure against the allocated CSR budget during the year 2012-13

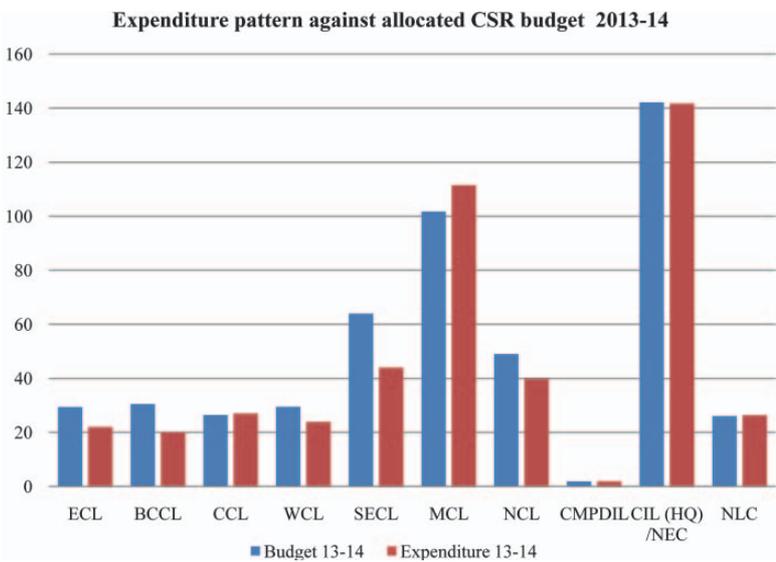


Fig.3(2) Chart showing actual CSR expenditure against the allocated CSR budget during the year 2013-14

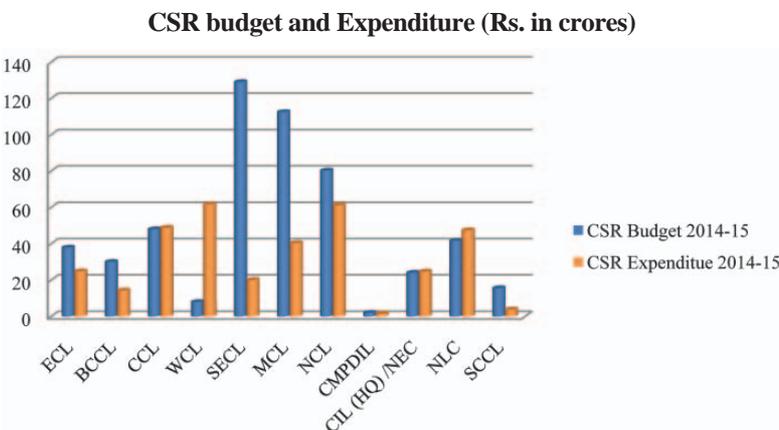


Fig.3(3) Chart showing actual CSR expenditure against the allocated CSR budget during the year 2014-15

has been allocated for sanitation project under 'Swachh Vidyalaya Campaign' of India for construction of 52036 school toilets in 35224 schools in six states viz. Chhattisgarh, Jharkhand, Madhya Pradesh, Odisha, Uttar Pradesh and West Bengal.

NLC had been making CSR initiatives through providing water to nearby locality from mines as well as from bore wells, making roads, providing assistance to schools – furniture and laboratory equipment, street lighting and several other activities for assisting the community. The company participated in relief operations like Tsunami and drought. SCCL put thrust on training in vocational trades like dress making, screen printing, photo lamination, motor driving, saree rolling, photography, refrigeration and air conditioning, book binding, cell phone repairing, beautician, fashion technology, hotel management, D.T.P., soft toys, radio and T.V., hardware, spoken English, pre-primary teaching etc. and 11596 number of persons have been trained by the company till 2014. A large number of project affected people (2043 numbers) have been imparted training in driving, tailoring, incense stick making, honeybee keeping, electrician, paper plate making, paper carry bag, motor winding, fabric painting, beautician, fashion designing, welder and fitter trades etc. The company has made substantial expenditures on financial assistance to schools, scholarship, health care, sports and culture promotion, setting up cooperative societies, construction of shopping complex, financial assistance for organizing medical camps, free consultation, distribution of medicines, medical awareness etc.

Apart from above mentioned CSR initiatives, coal mining industry takes up initiatives for conservation of energy like diesel audit and benchmarking, using LED lights, power factor improvement, reducing stage pumping, using solar lights, improving quality of air and water, wastes recycling, plantation, land reclamation etc. but these are undertaken as sustainability initiatives beyond the scope of CSR in India (MoC Report 2015).

3. THE OPINION AND THE CHOICE OF LOCAL PUBLIC IN INDIAN COALFIELDS

Indian coal mining companies make substantial expenditure (although less than the required as per statute) in CSR activities to add value to the society and committed for even more expenditures but what local people in coalfields opine of the

CSR practice and what they expect of them has never been investigated. In this research, a qualitative survey was conducted with a well constructed instrument to investigate the opinion and the choice of local public in one Indian coalfield towards CSR practice of the coal mining industry.

3.1 CONSTRUCT

The first most recognized multi-dimensional scale of CSR to measure the CSR values of managers developed by Aupperle (1984) (Wolfe & Aupperle 1991) was based on Carroll's (1979) framework of CSR (Garcia de los et al. 2005) which included four dimensions – economic, legal, ethical and philanthropic. Peterson & Hermans (2004) observed that this scale would not be useful for assessing the organization's performance in the four domain independently, that is the instrument would not be helpful for assessing organizational performance (Peterson & Hermans 2004) as in many cases these dimensions are closely related to each other (Perez et al. 2013). Another scale for measuring the manager's attitude towards the CSR developed by Quazi and O'Brien (2000) was based on two dimensional construct of CSR ranging from the span of responsibilities to outcomes of CSR but this scale is not designed to measure the organizational involvement in CSR activities. One dimensional construct comprising of legal and philanthropic responsibilities has often been used in literatures for measuring CSR (Marin et al. 2009), whereas some studies have adopted the multi-dimensional perspective to measure CSR (Decker 2004). As the studies based on multi dimensional perspective are based on different approaches to define the CSR, so they lack of consensus (Turker 2009). As such one dimensional construct was found suitable for the instant survey.

The approach which is most relevant to design a suitable scale to measure the CSR for this research is based on Freeman's stakeholder theory of CSR (Freeman 1984). Carroll's framework (1979) and Brown and Dacin's (1997) framework of corporate association (Brown & Dacin 1997) have not been subjected to scrutiny by stakeholders (Maignan & Ferrell 2003). As such, the approach based on Freeman's (1984) stakeholder theory has been found suitable in the context of Indian coal mining industry's approach to CSR. As per this theory, the classification of CSR should be based on stakeholders. A stakeholder is a group or individual who can affect or be affected by the actions or performance of the objectives of the firm (Freeman 1984).

The stakeholder who deserves major part of benefits of CSR in India is the local public where a business operates. CSR practice of the industry was taken as independent variable in the construct which had been considered constant during the survey period to evaluate the dependent variable of the construct that is the opinion and the choice of public in coalfields in a fixed situation that is the Indian coal mining industry.

3.2 SAMPLE

Out of the coalfields in operating areas of CIL and its subsidiary companies, NLC and SCCL, one coalfield was taken as a representative cluster sample for the survey namely Mugma, in Nirsra-Chirkunda block of Dhanbad district (Jharkhand) well known as coal capital of India. The population of interest for this structured conceptualization and implementation evaluation was general public in the coalfield excluding the employees of the company and their family members. Because of the large population in the block, involving the total population in the survey was difficult, and so only elected village panchayat representatives like headmen (mukhiya) and ward members were involved in evaluation as to what they opine of CSR practice of the coal mining company and what they expect from the company in CSR delivery. The sampling frame was obtained from the records of local office of the government (Nirsra-Chirkunda Block office). For improving the quality of survey, the local member of Indian Parliament, the local member of State Assembly (present and past), the government officials, the local media people and the NGO representatives working in the coalfield were also included in the sampling frame. The sampling frame was divided in three groups:

Group one: consisting village Panchayat representatives of villages falling within the working area of the industry (Table 2a),

Group two: consisting village Panchayat representatives of villages falling on peripheral locations and a little far from the working area of the industry (Table 2b), and

Group three: the secondary stakeholder that is the local member of Indian Parliament, the local member of State Assembly (present and past), government officials, the local media people and NGO representatives (Table 2c).

As the sample was from a coalfield which is one of the oldest working places of Indian coal mining industry, and the organizational culture and ethics of companies in coal mining are similar and the social issues in Indian coalfields are also similar, so the sample was a representative one and approximately fair to prove the external validity of the construct.

3.3 MEASURES

Well-established scale development procedure (Netemeyer 2003) was followed for generation of a comprehensive item pool. Items for the measures were initially developed using a deductive approach for generating items based on the literature and guiding definition of CSR as per Indian law and international expectations presented earlier in this paper fitting in the industry and the society keeping the respondents in view. Then, feedback and modifications of items from experienced scholars in the area were obtained resulting in an initial set of five items to consider for inclusion in the measure. Next, the list of items was examined by a panel

TABLE 2A SAMPLE GROUP 1: NAMES OF VILLAGE PANCHAYATS AND VILLAGES FALLING WITHIN THE WORKING AREA OF THE INDUSTRY

Panchayat name	Villages- population
Sasanberia	Mugma- 2983, Sasanberia- 3005
Madma	Madma- 4611
Panchmohali	Dudhiapani- 294, Panchmohali- 5013
Brindavanpur	Brindavanpur- 3011, Kapasara- 2802
Shyampur	Pandeydih- 1800, Nawadih- 465, Kadamkanali- 124, Kurkuri- 546, Shyampur- 1847
Hariyajam	Hariyajam- 1546, Hathbari- 310, Kuhka-872
Sonbad	Sonbad- 1267, Bhursa- 847, Lowadih-643, Joradih-1048, Salgoriya- 919, Pratapdih- 470
Dewiyana	Singhpur-787, Rangamatiya- 533, Dewiyana- 1997, Gopalganj-980
Madanpur	Sirpuria- 660, Madanpur-2253, Mahattadih- 478, Simuldang- 610, Tiltoria-1515
Pandra East	Pandra East- 4989
Pandra West	Pandra West-4905
Pithakyari	Pithakyari-2816, Bhaljoria- 2490
Ramkanali	Baraigadha-1311, Ramkanali-1870, Dhura-1621
Nirsa North	Nirsa North-4516
Nirsa Middle	Nirsa Middle-4695
Nirsa South	Nirsa South-4691
Khushari	Kusumkanali-817, Bhalkhuriya-851, Dhanbad-180, Udaypur-825, Kunthol- 765, Khushari-1228, Topatand-277, Madandih-228
Merdha	Merdha- 5205, Bermudi-324
Madandih	Madandih-1148, Dombhuai-984, Raghunathpur-158, Durgapur-270, Manjhiladih-202, Yaspur-1139, Dulalsol-791
Chanch	Chanch-3060
Siwalibari East	Siwalibari East-5259
Siwalibari Middle	Siwalibari Middle-5256
Siwalibari North	Siwalibari North- 5215
Siwalibari South	Siwalibari South-5240
Bhurkundabari	Bhurkundabari-1486, Bandar-205, Sangamahul-970, Chhatabad- 82, Churainala- 369, Josnadih-313, Markoura-1324
Patlabari	Patlabari- 2166, Luchibad- 636, Sandmara- 1410
Kalimati	Poyaladih-794, Gogna-1124, Kamalia-1052, Kesarkural-1198, Kalimati-1616
Benagaria-Chirkunda	Kethardih-886, Benagoria-1949, Talberia-736, Rangamatia-148
Baijna	Baijna-2708, Sindri-1439, Basudavpur-362, Dhadhkidih-214
Gopalpur	Gopalpur-2469, Rajpura-1611, Satkanali-662, Hirbandh-371
Birsinghpur	Mahattadih-1288, Birsinghpur-2516, Durlabhdih-386, Kunwardih-1075
Gopinathpur	Gopinathpur- 3818, Galpharbari-1631
Egarkund North	Egarkund North-5004
Egarkund South	Egarkund South-5209
Dhobari	Dhobari-1957, Mukunddih-602, Daldali-1490

TABLE: 2B SAMPLE GROUP 2: NAMES OF VILLAGE PANCHAYATS AND VILLAGES FALLING ON PERIPHERAL LOCATIONS AND A LITTLE FAR FROM THE WORKING AREA OF THE INDUSTRY

Panchayat name	Villages- population
Amkura	Amkura-5271
Bara Ambona	Koeri-1102, Bara Ambona-2745, ChotaAmbona-1142
Urma	Borio-1585, Urma-3317, Kathral-267
Ledaharia	Guliardih-960, Ledaharia-1741, Sawalapur-1209
Rangamatiya	Kanatand-386, Vijaypur-480, Dharampur-772, Rangamatiya-1123, Sarsa-109, Bardang-673, Harkatoriya-468, Mahraydih-64, Kendutha-144, Chargara-550, Chalkata-205
Patherkuan	Patherkuan-2245, Khokharapahari-1440, Barwadih-1258
Ghaghra	Talberiya- 800, Gamla-786, Angulkanta-342, Laghuraydih-354, Ghaghra-828, Baidhpura-540, Jenra-509, Birjbandrpur-623
Belkupa	Tetuliya-1075, Dumi-1284, Belkupa- 1362, Jhirka-956, Jeetpur-821
Alakendra	Kushiyara-975, Surydih-366, Alakendra-1267, Kantajani-701, Kairabank-911
Benagoriya-Nirsa	Hikimral-1024, Bhal Pahari- 489, Yogitopa-1433, Benagoriya-2287
Kaliasol	Naripahari-1090, Kalubathan-1045, Kaliasol-1700, Simuldan-1396, Diankanta-169
Dumaria	Jaipur-1131, Dumaria-2322, Kulbona-450, Ankberia-141, Bandarabad-1439
Jamkudar	Jamkudar-1559, Phatehpur-1466, Billi-898, Lakhiyabad-968
Pindrahat	Pindrahat-2234, Nayadih-377, Lakhipur-1141, Kanadih-576, Bhursa-725
Palarpur	Ratanpur-1259, Beldanga-241, Kashitand- 519, Kamardih-308, Palarpur-1375, Bhalahir- 545
Bhagabandh	Bhagaband-1821, Boldih-274, Vishalpahari-570, Barwediya-447, Paludih-321, Mangurdih-677, Laghta-714
Jamdehi	Agar Chainpur- 48, Palsia-350, Jamdehi-2283, Dahibari-2255
Upchuriya	Upchuriya-2503, Bhaluraydih-135, Hariharpur-670, Tulsibhitha-652, Paktoriya- 447, Poddardih-1003
Banda East	Banda East-2248, Kastabad-552, Napura-647, Kherkiyari-1153, Baidnathpur-903
Banda West	Banda West-5554
Kali Pahari East	Kali Pahari East-4044, Belyad-905, Barjor-287
Kalipahari North	Kalipahari North- 5120, Paralia-264
Kalipahari South	Kalipahari South-5284
Dumarkunda North	Dumarkunda N-5585
Dumaunda South	Dumaunda S-5404
Salukachpara	Jolhadih-1784, Jhunai Pahari-208, Shitalpur-887, Salukachpara-1955
Jograt	Dhankora-763, Junukudar-284, Jograt-2757
Susunliya	Tetuliya-724, Pawaiya-872, Balaichak-254, Susunaliya-977, Kharapather-480, Chhagliya- 662, Badalpur-973, Begunbadi-258
Pandra-Bejra	Pandra- Bejra-1545, Gorga- 1360, Barajor-310, Moradih-426, Loyadih-384, Polkera-746, Dumarjor-263
Sijua	Gundua-1843, Chainpur-666, Sijua-2336, Lakar Pahari-189
Ankhdwara	Barmuri-1888, Ankhdwara-3275
Asanliya	Bhalberd-1136, Chirudih-1005, Kusudaha-902, Kanjirdih-566, Asanliya-1545, Zerotand-126
Bhamal	Bhamal-4654

TABLE: 2C SAMPLE GROUP 3: SECONDARY STAKEHOLDER: LOCAL MEMBER OF INDIAN PARLIAMENT, LOCAL MEMBER OF STATE ASSEMBLY (PRESENT AND PAST), LOCAL MEDIA PEOPLE, NGO REPRESENTATIVES AND TEACHERS

Member of Parliament	2 (Lok Sabha-1, Rajya Sabha-1)
Member of Legislative Assembly	3 (Present-1, past-2)
State officials	6 (CO, BDO, TI, SDM, DMO, ADM, DC)
Media reporters	16
NGO representatives	16
Teachers	18

of seven experts comprised of mining engineering experts, management scholars, business operators and society scholars who rated the fit of each item to our guiding subject (Hinkin, 1995). As advised by the panel, language of the measure was modified and after approval from the panel the final instrument was ready for survey (Table 3). Thus, the content validity of the proposed instrument was checked that the content of its items reflects the intended variable. For checking the construct validity of the instrument, five persons from secondary stakeholder and five persons from primary

stakeholder were tested with the same instrument. The hypothesis naturally was that persons from secondary stakeholder would show more positive opinion than that of persons from primary stakeholder. And, the hypothesis was found accepted from the result of tests. After confirming the content validity and the construct validity, a pilot study was undertaken using Likert scale ranging from 1 to 5 rating (1 for poor, 2 for adequate, 3 for good, 4 for very good and 5 for excellent). In the pilot study, fifteen persons from secondary stakeholder (Group three), and twenty two persons from primary stakeholder (Group one-12 and Group two -10) participated. In order to check internal consistency, Cronbach's coefficient alpha was calculated. Cronbach's coefficient alpha was found to be 0.76 (Group three), 0.74 (Group two) and 0.82 (Group one); transpiring that the instrument was well constructed for the purpose. Cronbach's coefficient alpha is a reflection of how well the different items complement each other in their measurement of different aspects of the same variable or quality; and a correlation coefficient 0.70 is considered good (Gillespie and Chaboyer 2012).

TABLE 3 THE SURVEY INSTRUMENT (MEASURE FOR EXAMINING PUBLIC OPINION AND CHOICE TOWARDS CSR)

Items	Please go through the measures carefully and tick the rating what you consider fit				
	Poor	Adequate	Good	Very good	Excellent
Q1					
Q1.i	1	2	3	4	5
Q1.ii	1	2	3	4	5
Q1.iii	1	2	3	4	5
Q1.iv	1	2	3	4	5
Q1.v	1	2	3	4	5
Q1.vi	1	2	3	4	5
Q1.vii	1	2	3	4	5
Q1.viii	1	2	3	4	5
Q1.ix					
	1	2	3	4	5
Q2	1	2	3	4	5
Q3	1	2	3	4	5
Q4	1	2	3	4	5
Q5	1	2	3	4	5

Kindly write your choices what you expect from the coal mining industry as CSR initiatives in your locality (Maximum words 100).

- 1.
- 2.
- 3.
- 4.
- 5.

3.4 THE DESIGN AND PROCEDURE

The respondents contain three groups as narrated earlier. The response of each respondent group (R) was collected in separate meetings held in persons. Group one respondents were invited for a survey meeting, giving advance information to them. The questionnaire was supplied in the meeting and responses were taken within thirty minutes. Similar procedure was adopted with Group two respondents and parts of the Group three respondents namely the media people, the NGO representatives and the teachers in local schools.

Responses from the Government officials and MP/MLA were collected by meeting with them in person. The respondents were simply narrated the purpose of meeting, handed over the instrument sheet and they were requested to tick the option in the instrument on Likert scale from 1 to 5. For writing the choice of respondent, there was sufficient

space and the respondents were requested to write down their choice in about 100 words. The filled up instrument was taken aback by hand. The survey was started in February 2016 and completed in May 2016.

4. Results

Frequency, mean, average deviation, standard deviation (SD) and standard error of mean (SEM) of responses from people in general and groups as individual have been shown in Table 4a, 4b, 4c and 4d. The opinion of public in general towards CSR practice of the Indian coal mining industry showed a response mean was 3.08, which was above the expected mean d" 2.5. Standard deviation expresses by how much the members of a group differ from the mean value for the group. SD was calculated to be 1.18, which reflected the responses were not concentrated around the mean that means there was variation in opinions. SEM was calculated to be 0.021, a very small value, which indicated the reliability of the mean. This

TABLE 4A FREQUENCY, MEAN, AVERAGE DEVIATION, STANDARD DEVIATION AND STANDARD ERROR OF MEAN OF RESPONSES FROM PEOPLE IN GENERAL

General		Frequency				MEAN	AV DEV	STD DEV	SEM
Q1	P	A	G	V	E				
Q1.i	17	34	78	46	59	3.41	1.03	1.22	0.08
Q1.ii	23	31	59	71	50	3.40	1.05	1.24	0.081
Q1.iii	80	41	53	13	47	2.60	1.30	1.50	0.098
Q1.iv	4	49	47	108	26	3.44	0.86	1.00	0.065
Q1.v	13	104	57	34	26	2.81	0.92	1.11	0.072
Q1.vi	4	82	47	75	26	3.16	0.95	1.08	0.071
Q1.vii	22	89	63	34	26	2.80	0.95	1.15	0.075
Q1.viii	10	66	66	50	42	3.21	0.98	1.16	0.076
Q1.ix	32	74	85	33	10	2.64	0.85	1.02	0.067
Q2	4	45	87	95	3	3.21	0.69	0.82	0.054
Q3	27	85	14	48	60	3.12	1.32	1.43	0.094
Q4	9	63	56	72	34	3.25	0.97	1.12	0.073
Q5	4	58	105	59	8	3.04	0.62	0.84	0.055

TABLE 4B FREQUENCY, MEAN, AVERAGE DEVIATION, STANDARD DEVIATION AND STANDARD ERROR OF MEAN OF RESPONSES FROM GROUP ONE PEOPLE

G 1		FREQUENCY				MEAN	AV DEV	STD DEV	SEM
Q1	P	A	G	V	E				
Q1.i	0	15	63	24	8	3.23	0.60	0.77	0.07
Q1.ii	11	10	51	23	15	3.19	0.83	1.10	0.11
Q1.iii	34	23	53	0	0	2.17	0.80	0.88	0.08
Q1.iv	0	15	33	62	0	3.43	0.65	0.72	0.07
Q1.v	0	59	51	0	0	2.46	0.50	0.50	0.05
Q1.vi	0	45	24	41	0	2.96	0.79	0.89	0.08
Q1.vii	0	52	58	0	0	2.53	0.50	0.50	0.05
Q1.viii	0	39	21	16	34	3.41	1.16	1.26	0.12
Q1.ix	0	40	58	12	0	2.75	0.54	0.64	0.06
Q2	0	8	64	38	0	3.27	0.50	0.59	0.06
Q3	0	54	8	48	0	2.95	0.93	0.97	0.09
Q4	0	15	44	51	0	3.33	0.62	0.71	0.07
Q5	0	22	52	32	4	3.16	0.62	0.78	0.07

TABLE 4C FREQUENCY, MEAN, AVERAGE DEVIATION, STANDARD DEVIATION AND STANDARD ERROR OF MEAN OF RESPONSES FROM GROUP TWO PEOPLE

G 2	FREQUENCY					MEAN	AV DEV	STD DEV	SEM
	Q1	P	A	G	V				
Q1.i	17	19	15	9	4	2.44	1.02	1.21	0.15
Q1.ii	12	21	8	14	9	2.80	1.20	1.36	0.17
Q1.iii	46	18	0	0	0	1.28	0.40	0.45	0.06
Q1.iv	4	34	14	12	0	2.53	0.76	0.87	0.11
Q1.v	13	45	6	0	0	1.89	0.36	0.54	0.07
Q1.vi	4	37	23	0	0	2.30	0.51	0.58	0.07
Q1.vii	22	37	5	0	0	1.73	0.50	0.60	0.07
Q1.viii	8	24	13	17	2	2.70	0.95	1.09	0.14
Q1.ix	32	32	0	0	0	1.50	0.50	0.50	0.06
Q2	4	34	14	12	0	2.53	0.76	0.87	0.11
Q3	27	31	6	0	0	1.67	0.57	0.64	0.08
Q4	9	45	10	0	0	2.02	0.31	0.55	0.07
Q5	4	36	23	1	0	2.33	0.54	0.62	0.08

TABLE 4D FREQUENCY, MEAN, AVERAGE DEVIATION, STANDARD DEVIATION AND STANDARD ERROR OF MEAN OF RESPONSES FROM GROUP THREE PEOPLE

G 3	FREQUENCY					MEAN	AV DEV	STD DEV	SEM
	Q1	P	A	G	V				
Q1.i	0	0	0	13	47	4.78	0.34	0.42	0.05
Q1.ii	0	0	0	34	26	4.43	0.49	0.50	0.06
Q1.iii	0	0	0	13	47	4.78	0.34	0.42	0.05
Q1.iv	0	0	0	34	26	4.43	0.49	0.50	0.06
Q1.v	0	0	0	34	26	4.43	0.49	0.50	0.06
Q1.vi	0	0	0	34	26	4.43	0.49	0.50	0.06
Q1.vii	0	0	0	34	26	4.43	0.49	0.50	0.06
Q1.viii	2	3	32	17	6	3.37	0.69	0.86	0.11
Q1.ix	0	2	27	21	10	3.65	0.70	0.80	0.10
Q2	0	3	9	45	3	3.80	0.42	0.61	0.08
Q3	0	0	0	0	60	5.00	0.00	0.00	0.00
Q4	0	3	2	21	34	4.43	0.64	0.79	0.10
Q5	0	0	30	26	4	3.57	0.57	0.62	0.08

means the public in coalfields bear in overall positive opinion towards CSR practice of the coal mining industry but there was variation in opinions. The frequency pattern of responses showed that 8.19% public opined poor, 27% opined adequate, 26.9% opined good, 24.3% opined very good and 13.7% opined the CSR practice of the industry excellent (Fig.1).

Analysis of responses from individual groups presented a clearer picture. For responses from the group one people, response mean was 2.99, which was above the expected mean $d=2.5$. SD was 0.79, which reflected the responses were concentrated around the mean, and SEM of 0.076, the small value, was an indication of the reliability of the mean. For responses from the group two people, response mean was 2.13, which was below the expected mean $d=2.5$. SD was 0.76, which reflected the responses were concentrated around the mean, and SEM of 0.095, the small value, was an indication of

the reliability of the mean. For responses from the group three people, response mean was 4.27, which was substantially higher than the expected mean $d=2.5$. SD was 0.54, which reflected the responses were more concentrated around the mean, and SEM of 0.070, the small value, was an indication of the reliability of the mean. This means, the secondary stakeholder in coalfields bear highly positive opinion towards CSR practice of the industry followed by the primary stakeholder in coalfields who reside within the periphery of mines, but the primary stakeholder in coalfields who reside beyond the periphery of mines and in surrounding area of coal mines bear opinion below the expected mean.

When analyzed the responses against items of the measure, it was revealed that the CSR activities related to generation of sustainable livelihood, women empowerment, combating diseases and supporting social business projects require more attention from the industry for improving the

impact of its CSR practice.

The most repetitive choices of public as collected from the respondents included the following:

1. What company can do is not known to us properly. The company should narrate us what they can do and we should be involved in setting up priority.
2. We need transport arrangement for our children to attend school. There are several schools in locality but travelling to those schools is unsafe for children because of heavy movement of vehicles in service to company.
3. Villages are dirty due to mines in vicinity. Dust accumulates here. Drainage system gets choked. The company should clean our villages regularly.
4. The company should construct and maintain one building in our village for assembling villagers or children or to hold some ceremony and should arrange one programme here annually to make us aware of its activities in the area.
5. Well and pond get dry soon after rainy season. The company has arranged water supply to a few villages. We also need such facility.
6. Mine water is discharged here and there. It ultimately goes to some nallah or river. This should be diverted to our village through drains and pipes. We can use it for irrigation of our agricultural fields, plants and for filling our ponds. This will be a good help to us.
7. There is large heaps of OB in locality. We need some stones from those heaps for using them as building material in construction of our houses. It is waste for the company but useful to us. The company should permit us to take some OB rocks which we can shape at our cost and use in our houses and making boundary walls.
8. In fresh OB dumps there are seen small pieces of coal. Ladies and poor people want to pick them out. Security guards do not allow them. The company should allow so that the waste coal is used by villagers.
9. The company has thrown fireclay in waste dumps. It is of no use to them. The company should permit local people to collect fire clay from their mines. This can become an earning job to us because there are several factories here that require fireclay. This waste of mines can be utilized by us without any expenditure to the company.
10. The company has done plantation in locality. Thousands of trees are there in company land in our surrounding. Dry branches and leaves of these trees fell down. It makes the surrounding dirty especially during summer when it catches fire. The company should permit us to collect and use those dry branches and leaves which fell down. Better, the company should handover these plantations to nearby villagers to look into and utilize the wastes of them.
11. There are several open excavations in the locality full of water. The company should handover those places to nearby villages for fisheries.
12. The company should develop a few the backfilled areas for village haat (local market) where village produces can be sold.
13. Poor people should be provided animals like cow; goat etc. to start their small earning schemes.
14. Approach road to our village is very bad. The company should repair and maintain the road under its CSR programme.
15. The company gets its work done through NGOs and contractors; why not through us. The company should allocate some CSR fund for our village proportionately and help us in deciding the CSR work suitable to its policy. We can do the work with quality so that the both the company and the beneficiaries are satisfied.

5. Discussions

The Indian coal mining industry had been practicing CSR voluntarily since long as claimed frequently in documents of the companies and literatures; but when the companies started getting directions from the government for concentrating CSR initiatives on sustainable development, inclusive growth and equity and the CSR expenditure and activities undertaken were disclosed to public after 2009, it started creating an image of company how ethical it is. In respect of some companies, the actual CSR expenditure was substantially low as compared to allocated CSR budget during the year 2014-15 (Fig.2) when CSR had become a statutory requirement. Definitely, there exists a carry forward relaxation for expenditure in law, but less expenditure in a particular year than the budgeted reflects something which is against business ethics. Although, the general public in coalfield opine good towards CSR practice of the Indian coal mining industry but the primary stakeholder in coalfield especially those who reside in surrounding locations but beyond the periphery of coal mines bear opinion comparatively low whereas the secondary stakeholder in coalfield bears very high opinion. This is because secondary stakeholder is aware of the limitations of the company in delivering CSR. This becomes clearer when we study the expectations i.e. choices of the primary stakeholders who desire more participation in management of the company. Most of the public have put it down that parts of the wastes generated by the company be it rock wastes, fireclay or dry leaves and branches in plantation works can be utilized by local public. Such an activity does not require any expense of company but

generates livelihood. Moreover, the primary stakeholder expects involvement while deciding a CSR activity and puts a choice that instead of executing the activity through NGO or a contractor, villagers should be given opportunity to execute it. It was encouraging to note that the public in coalfield expect the same from the industry under CSR what the government has been asking the companies that to generate livelihood for local public especially those who are socially weaker.

There appears a large scope for the industry for improving its image in public and obtaining/maintaining its social license to operate through its CSR initiatives. As reflected from the expenditure pattern of CSR fund of the industry, a big share used to get expensed in CSR initiatives like construction of toilets, contribution to far distant NGO to run hospitals and schools, Prime Minister's National Relief Fund etc. in localities which are far distant from the area of mining operation. This is done either through the guidance from the government or due to outer interventions mostly political. The essence of CSR lies in inculcating a sense of involvement and responsibility in corporate sector for social development; the outcome of CSR initiatives should benefit the both the company and the community. In case the mutual benefit is not ensured, there arises a serious question on sustainability of CSR practices itself.

6. Conclusions

This study concludes that the Indian mining industry is involved in delivering CSR as per rule in the country but requires becoming more methodical in governance. A big share of CSR fund is diverted to benefit those who are secondary beneficiaries of CSR. This practice does not support the scope of CSR in India which concentrates to benefit the local people specially those who are poor, backward and deprived of development benefits.

Local people expect more involvement with CSR management especially while deciding and executing the CSR initiatives. What is required in villages for inclusive growth of people there is best known to villagers and to the company which operates there. Any outside agency obviously if surveys and executes CSR initiatives of the company may not be able to understand the village properly.

People put a choice for generating livelihood from the wastes of the company. This attracts revisiting the measurement practice of CSR in India which is based on amount of expenditures. Even a little expense by the industry a large section of local people who are poor and jobless can be benefitted more by way of involving them in recycling/making wastes useful.

Abbreviations

CSR – Corporate Social Responsibility
CPSE – Central Public Sector Enterprises

DPE – Department of Public Enterprises, Ministry of Corporate Affairs, Government of India

GoI – Government of India

India Inc. – India Incorporated, a common term to refer government and corporate.

OB – Overburden

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