

ABSTRACT

The present study is an attempt to find out whether the industries in Paradip, Odisha have fulfilled their corporate environmental responsibility. The methodology of the study is both analytical and empirical. In the analytical part, the evolution, growth and improvement of CER under the umbrella of CSR has been undertaken to get insight into the matter. The empirical study is based on multi-stakeholder approach and in this regard, tools used are personal interviews with corporate executives, focus group discussions with local inhabitants, semi-structured interview with the active and conscious public and the members of Odisha Pollution Control Board (OPCB). The analysis of response and perusal of corporate disclosure reports highlight fair commitment of corporate towards environmental concerns. Satisfactory finding has been deduced from both secondary source and empirical study on the first two components of CER namely, Environmental Commitment & Materials and Energy Management. It echoes the necessary strategy and responsibility of corporate. However, the direct exposure of pollutants like cargo dust, ammonia gas, and carbon particles from PPL, PPT and GCL confronts the response and affirmation. Various constraints such as land, replacement of manual work by mechanized system, shortage of skilled man-power, capital and political pressure have negatively affected the ability of corporate towards environmental responsibility. The third component of CER narrates a sordid state of affair. The Corporate have failed to accommodate the viewpoint of local people in designing the CER measures.

The study identifies effective stakeholder engagement overtly disregarded by the corporate. The response taken from the OPCB also indicates lapse of co-ordination and communication between corporate and community. This communication gap and isolation of people's participation further point finger at corporate responsive action and inclusive growth visions referred to in the National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business 2011 and expectations urged in the Companies Act 2013. Therefore, specific and concrete design for effective stakeholder engagement is necessary. The researcher has proposed for an environmental assessment committee to look into the interest of stakeholders.

Key Words: Corporate, Environment, Responsibility, Sustainability, Constraints, Pollution, CSR, CER