



ROLE OF NGO'S AND CORPORATE SOCIAL RESPONSIBILITY IN PROTECTION OF ENVIRONMENT

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ABSTRACT

The protection of environment is a critical issue. Every person, organization and institution has an obligation and duty to protect it. This article discusses and analyzes the role of the NGOs, the Community and the Corporate Sector in protecting the environment, and the steps taken by judiciary to accelerate this objective. Non-Governmental Organizations (NGO) are known to play a cogent role in environment protection. They are found to be involved in different spheres of environmental activities like protecting biodiversity, reducing environmental pollution and also promoting sustainable livelihood of the people living in close proximity with nature. The present paper will enlighten briefly the role environmental NGOs play in environment protection along with. They have taken several steps to promote discussion and debate about environmental issues, outside the broad spheres of popular media and the educational system and have contended time and again the fact that advocacy and awareness is crucial in promoting concepts like resource conservation, sustainable development, control of pollution and what not. With the passage of time, NGOs have equipped themselves adequately and come up enthusiastically in providing services like relief to the blind, the disabled and disadvantaged and helping the government in mother and child health care, including family planning programmes. NGOs can sensitize policy makers about the local needs and priorities. They can often intimate the policy makers about the interests of both the poor and the ecosystem as a whole. Emphasis shall also be on 'The National Population Policy (NPP) 2000' and 'National Health Policy (NHP) 2002'. Their role was considered as most crucial to translate the concept of 'People's Health in People's Hands' into action in the 'Encyclopedia of Social Work in India – 1968' The raison de etre of most business organizations is to make money, perhaps as much of it as possible. This is not an immoral objective in itself but it not even a moral one. However, there is a growing discourse. Under the present disquisition of environmental rights, business is seen as accountable not just to the shareholders but also to the 'stakeholders'.

Keywords: NGOs, Corporate Social Responsibility, Organizations, Community, Environmental Rights

INTRODUCTION

In India, the development of environment is generally perceived as rooted in the firm realization on the part of the judiciary that the bounties of nature, liable to be tapped for purposes of present needs for development and growth, have to be protected at the same time against permanent damage for, the sake of posterity. This is a challenge and yet an opportunity. It requires besides appropriate legislation an effective enforcement and generation of public awareness through various agencies including educational institutions, NGOs and local bodies that can bring about community participation. (SC_speeches_2006).

Environment protection becomes the primary responsibility of the companies as a result of their direct financial relationship with them (Clarkson, 1995), (Donaldson and Preston, 1995) and (Mitchell, 1997). Even if NGOs do not have direct financial relationship with the companies, they can bring an adverse effect on the financial performance of the companies by using confrontational strategies. As a result, they can play influential role in corporate environmental responsibilities practice by mobilizing primary stakeholders to sign petitions, boycott and protest against companies which are recognised as poor environmental performer. NGO should have powerful impact on corporate environment performance that any other stakeholders, because NGOs are the important stakeholder, representative of key stakeholder and trusted institutions (Danastas, Gadenne, 2006) and (Burgos, 2012). Hence, NGOs are regarded as indicators of the general society, stakeholders' catalyst and proxy for non-human nature. (Tilt, 1994), (Rodgers, 2000) and (Starik, 1995).

Man's concern for the environment has always been a point of deliberation but the serious concern about the issue of resource depletion and degrading environmental ecosystems began after the Second World War, when industrialization began reaching its peak. Charitable and voluntary organizations since time immemorial have been contributing significantly towards the preservation of environment. With the passage of time, Non-Governmental Organizations (NGOs) have equipped themselves adequately and come up enthusiastically in providing other services too. World Bank defines NGOs as "private organizations that pursue activities to relieve suffering, promote the interests of the poor, protect the environment, provide basic social services, or undertake community development." As a result, NGOs today are considered a prominent stakeholder of the environment. According to the National Population Policy (NPP) 2000 and National Health Policy (NHP) 2002, there should be a leading involvement of NGOs in the implementation of different health and family welfare programmes in the country. In recognition of the pivotal role played by them, Government of India started granting financial aids to NGOs for various schemes.

Involvement of the public in all levels of planning and decision-making, from policy formulation through to project-level planning and design, ensures that policies, programmes, plans and projects are responsive to community needs. Participation builds the credibility and legitimacy of policies, plans and decisions in the eyes of the community, and ensures greater ownership and compliance. Involvement of communities in all aspects of planning and decision-making, gives effect to the notion of participatory governance, enshrined as a Constitutional right, and deepens our democracy. The significance of public participation gained momentum due to Principle 10 of the 1992 Rio Declaration:

"Environmental issues are best handled with participation of all concerned citizens, at the relevant level..."

The encouragement to public participation in environmental management through legislations in recent years has also enhanced the role of NGOs and other civil society organizations (Sawhney, 2004).

Broadly, four kinds of participation by NGOs had been recognized: participation in decision making, in implementation, in benefits and in evaluation. Among all these functions, the facilitation of dissemination of environmental information had been a crucial aspect of each - whether as the watchdogs of government policy and industrial activity, or indirectly educating entrepreneurs and consumers. (Kumar, 1999)

As far as Companies are concerned, they increasingly desire to appear "green", and hence the concept of corporate social responsibility. Numerous explanations have been advanced for the recent surge of environmental CSR. Perhaps pollution is symptomatic of broader production inefficiencies, and pollution reduction and cost reduction go hand in hand to create "win/win" opportunities in today's economy. Perhaps a new generation of "green" consumers is willing to pay higher prices for clean products, and firms are simply responding to this shift. Or perhaps business has become savvier about the workings of the political system, taking proactive steps to avert political conflict rather than reacting to public pressure after the fact.

General Objectives: NGOs

Talking in the Indian context, Guha (Gadgil and Guha , 1995)¹deliberates on the organization of the victims of environmental degradation by action groups as political expressions of Indian environmentalism while other being material and ideological. For him environmental action groups working with such people have embarked upon three distinct and interrelated sets of initiatives. First, through a process of organization and struggle they have tried with varying degrees of success to prevent ecologically destructive economic practices. Second, they have promoted the environmental messages through the skilful use of the media, and more innovatively, via informal means such as walking tours and eco-development camps. Finally, social action groups have taken up programmes of environmental rehabilitation (e.g. afforestation and soil conservation), restoring degraded village ecosystems thereby enchanting the quality of life of its inhabitants.

The role of youth organization s in expressing opposition against the mining project of Bharat Aluminium Company (BALCO) in the Gandamardhan hills of Orissa (Shiva and Bandyopadhyaya, 1998). They also maintained the role of volunteers in Chipko movement to led thousands of villagers in a peaceful resistance to oppose the reckless functioning of lime stone quarries that is seen by the people as a direct threat to their economic and physical survival.

The Narmada Bachao Andolan dam was one of the most vociferous anti dam groups which opposed the construction of the Rs. 9000 crore multipurpose project on the Narmada river and thus crystallized it into a movement against large dams (Basu, Rumki , 1997). While the actions of the NBA have revolved round resisting the governments efforts to move and relocate people living in the submergence area, particularly in Maharashtra and Madhya Pradesh, its ideological position has centred on questioning the direction of development projects which does not weigh the benefits of the costs of projects like the Narmada for the local people in the area. Basu also focused on the role of Tehri BandhVirodhi Samiti, a group of local activists in anti dam campaigning against the Rs. 3465 crore Tehri Hydro Electric project in Garhwals in Himalayas.

The role of action groups is also discussed by Pravin Seth (Seth, Pravin , 1997). He showed how Kerala Sastra Sahitya Parishad , an NGO with an excellent record of creating scient awareness and people oriented development , studied the case of pollution by the units of Gwalior Rayons built by Birlas in Kerela. The study clearly brought out the extent of environmental hazards caused to the downstream villages which created a spirited movement against the factory and forced the factory owners to close down their units. He also showed the tremendous role played the action groups for taking measures against the MNC that caused the disaster in Bhopal.NGOs that work at the national level focus mainly on policy work, playing a vital role in the identification of the weaknesses and gaps in current policy or legal frameworks. Some key functions of these NGOs are:

- i) Awareness-Raising, Campaigning and Advocacy**
- ii) Environmental Monitoring and Reporting.** Many NGO campaigns are based on research that highlights or monitors specific environmental issues depending on their level of activity. An NGO operating on a local level is in a state to dwell into the critical affairs on a regular basis and in many cases complements the work of government authorities and institutions. This includes environment reporting, environment journalism, and the environment monitoring and GIS.
- iii) Assemblage of public opinion.** NGOs can influence the public through campaigns and broad outreach
- iv) Representing the voiceless.** NGOs can help vocalize the interests of persons not well-represented in policymaking

Education, Training and Capacity Building Intellectual competition to governments.

NGOs often have much better analytical and technical skills and capacity to respond more quickly than government officials **Some activities carried out by NGOs** include: waste water management, Student Environment Programme (STEP), Community Sanitation Improvement Projects (Two of the most successful projects have been at the at Narikkurava (Gypsy) Colony in Indira Nagar, Chennai and at Giriappa Road in T. Nagar, Chennai), Citizens' Waterways Monitoring Programme (WAMP), tree planting, waste solid management, pollution controlling and rainwater harvesting.

- ✚ The city of Bangalore in India faces a massive resource management and waste challenge with hundreds of tonnes of garbage remaining uncollected every day. To help to address this problem, the *Centre for Environmental Education, Southern Regional Cell* (CEE South), has run a major hands-on education programme in the city to create awareness among urban people about the need to reduce wastage of water, fuel and other natural resources. Volunteer Communicators have been trained to run courses on recycling, composting, health issues and anti-littering. The programme has resulted in much increased awareness and participation in waste, reduction and litter clean-up.
- ✚ The Tata Energy Research Institute (TERI) has launched a major project, the first phase of which is nearing completion. This project called "**Growth with Resource Enhancement of Environment and Nature (GREEN India 2047)**" (www.icsusdev.org)² has rigorously estimated the reduction in India's key natural resources during the period 1947-97, and has computed economic values of consequent losses, which in some cases are alarmingly high. On the basis of past experience and a careful analysis of the cost behind the degradation that has taken place in the past, strategies for the future have been developed, whereby a fresh and creative approach can be taken in the next 50 years.

Where NGOs are failing

The total number of NGOs in the country is about 70,000; while the actual number might be in lakh, the number of the registered NGOs may not be more than 10,000. Commercialisation of NGOs has no doubt led to their rapid growth but it does not mean that every one joining the field is coming because of money only. Recently, the Dutch government, funding a multi-crore water supply and sanitation project in Uttar Pradesh, terminated its contract with an NGO because of financial mismanagement. This particular NGO allegedly spent huge amounts of money on setting up a new office and on foreign trips for purposes other than those relating to the project. Instances like this lead to credibility issues.

Financial constraints along with shortage of trained personnel in the field of environment protection is one of the greatest short-coming for the functioning of NGOs.

Role of the Community

Management of any programme requires the participation of various stakeholders for its success. The first step in delving into community participation is describing exactly who is included within the delineation of civil society. In the broadest sense, civil society has been characterized as a sphere of social life that is public but excludes government activities. Issues related to concept of environment and its management requires a careful understanding of resources, its management and steps for its sustainable development.

The participation and role of the 'community' in these processes has become an important component of all environmental programmes and projects, both in terms of decision-making processes, and of creating an enabling environment for the community to have a say over aspects that affect their lives. According to Raymond (1974), 'Participation' relates to the identification of needs, the exposure of defects in the system and the mobilization of new resources. The local requirements vary in different communities which lead to building a partnership between community and government which helps in addressing the development needs and service delivery.

How Community Participation helps in Environmental Management

Community Participation (CP) is a mechanism which involves people to participate in planning, implementing and managing their local environment. It shows an initiative both on the part of both local governments and the community to accept equal responsibilities and activities in managing their surroundings. It means that the value of each group's contribution is seen, appreciated and used. When people have access to justice – where independent courts supply remedy and redress free from politics – there is greater accountability for decisions that affect the environment. It is an inclusive form of development in which the community's representatives as "partners" in decision-making, makes for successful community participation. Involvement of the public in all levels of planning and decision-making, from policy formulation through to project-level planning and design, ensures that policies, programmes, plans and projects are responsive to community needs.

One can look into the following contentions that enlighten the importance of community participation for the preservation and protection of the environment.

- a) **Discerning the approach of the community:** Any activity that directly involves community requires one to understand the issues and perspectives from community perception. This helps in analysing the preferences regarding the lifestyle at the local level which are made at the community, household and individual levels. By such an analysis of the quality of life and lifestyle issues in environmental management ensures that problems are tackled at its source, and long term benefits accrued. This also helps in ensuring the visualization and planning for smooth environmental managements both at locally as well as globally.
- b) **Promotion of mutual respect and recognition of the important role of every human being:**
- c) **Creation of self-sustaining communities with a sense of political and social responsibilities:** Their involvement in decision making is important to maintain subsidiary of decision-making, since local, daily decisions need to be taken at the local and community levels.
- d) **Community participation involves creation of forums where issues are discussed and implemented:** These help in maintaining the scale of decisions and commitment is ensured and built at appropriate level. Local forums are the outcome of effective community participation where issues are discussed and suitably planned as well as implemented. The localized decisions making process is a reflection of community dynamics **on awareness building**, which need to be built into the core of an environmental management plan.
- e) **Optimum utilization of Resources:** Community participation does not only result in better decision compared to ideas nurtured by non indigenous or professionals but also, pools resources and diverse skills and working strategies from within the community, creating pride and ownership of a programme or project. Within the homogeneity of a 'community' lies a broad diversity of resources that are prerequisites for the implementation of any plan or programme.
- f) **Monitoring & Assessment:** Participation by the community will establish that checking on a continuous basis and a followed up corrective action through monitoring/evaluation can be done by and for the community itself. The local community can assure close vigilance through community involvement by controlling its own acts.
- g) **Avoiding Litigation Costs often:** public participation is assumed to be cost-effective because it reduces the probability of litigation (Randolph and Bauer 1999). O'Leary et al. (1999, 139) notes the expense of participatory processes, but explains: 'Managers should expect stalled negotiations, breakdowns in trust, and outcomes into which not everyone will buy. Indeed, disgruntled stakeholders may walk out of the process or still go to court over the outcome. But compare these possibilities to the higher potential of lengthy litigation delays should an organisation eschew meaningful stakeholder participation altogether'.

To have a close-knit environmental management, certain principles are followed by communities:

- Development of strong Local government commitment
- Adequate Planning and compliance
- Outlining the performance and checking the accountability

- Checking the level of improvement

However, Gold bath (1961) gave seven reasons why participation could jeopardize development:

- (1) Those opposed to programmes may wreck good plans intended for successful execution of the programmes.
- (2) There may be lobbying of local vest interest at the expense of the total programme of the larger community.
- (3) Those involved in the participation exercise may not be truly representative.
- (4) Local citizens cannot directly improve the situation substantially in its physical aspect. (5) Such involvement may not receive higher official support and may have little or no influence of larger or official decision.
- (5) Local participation prolongs the planning process and the people may become impotent with the delay.
- (6) In the final programme, there may be a great difference between the hope and reality and even goals conflict may arise

THE ROLE OF THE CORPORATE

Corporate Social Responsibility and Environment Protection

Corporate social responsibility is a concept wherein companies integrate social and environment concerns in their business operations. Social responsibility of corporations is defined as responsibility towards stakeholders, community and the society. The aim of corporate social responsibility is to improve standard of living, while creating profit for the company. The Companies while creating profits should also be aware that they can contribute towards sustainable managing their operations in such a way as to enhance economic growth and increase competitiveness whilst ensuring environmental protection and promoting social responsibility. Environmental Management and corporate social responsibility provides a practical resource for the increasing number of corporations concerned about environment and social responsibilities in the context of sustainable development. The author in this paper has evolved certain principles for the management and protection of environment by way of CSR. In the words of Mahatma Gandhi, business corporations are just trustees and not the owners of the social wealth, they have to spend a part of it for social welfare. To define the principle of trusteeship he quoted “enjoy the wealth, take the minimum which you need, leave the rest to the welfare of community”.

The World Business Council for Sustainable Development (WBCSD) **defines CSR** as “the continuing commitment by companies to contribute to economic development while improving the standard of living of the workforce and their families as well as of the society and community at large.” (www.wbcsd.org)

The European Commission's definition of CSR as: "A concept wherein organizations integrate environment and social concerns in their business operations and in their interaction with their stakeholders on a voluntary basis." (ec.europa.eu)

Policy framework for CSR in India

As notified by Ministry of Corporate Affairs Section 135 and Schedule VII of the Companies Act and the provisions of the Companies rules (Corporate Social Responsibility Policy) 2014 (CRS Rules) that came into effect from 1 April 2014.

Applicability

Section 135 of the Companies Act provides the framework for applicability of the CSR policy to a Company,

- (a) Rs 500 crore or more net worth of the company;
- (b) Rs 1000 crore or more turnover of the company;
- (c) Rs 5 crore or more net profit of the company.

Further as per the CSR Rules, the provisions of CSR are not only applicable to company of Indian origin, but also applicable to project office or branch of a foreign company in India.

CSR Committee and Policy

Every qualifying company requires compulsory spending of at least 2% of its average net profit for the preceding 3 financial years on CSR related activities. Further, the qualifying company is required to constitute a CSR Committee. The CSR Committee shall formulate the policy and recommend it to the Board, a policy that shall indicate the activities to be undertaken by the company under CSR, recommend the amount of expenditure to be incurred on the activities mentioned and monitor the CSR Policy of the company. The Board after taking into account the recommendations made by the CSR Committee approve the CSR Policy of the company.

Activities under CSR

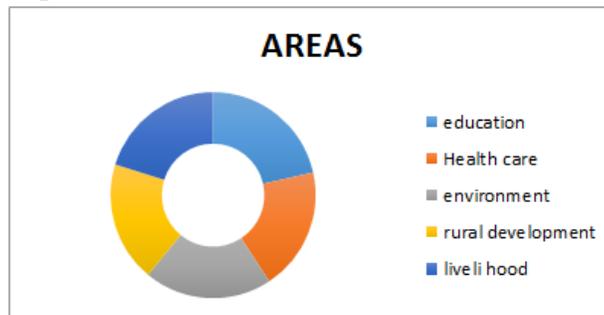
The activities that can be done by the company to achieve its CSR obligations include:

- (a) eradicating extreme hunger and poverty
- (b) Reducing child mortality and improving maternal health
- (c) Promoting gender equality and empowering women
- (d) Promotion of education
- (e) Combating human immunodeficiency virus, acquired, immune deficiency syndrome, malaria and other diseases
- (f) Ensuring environmental sustainability

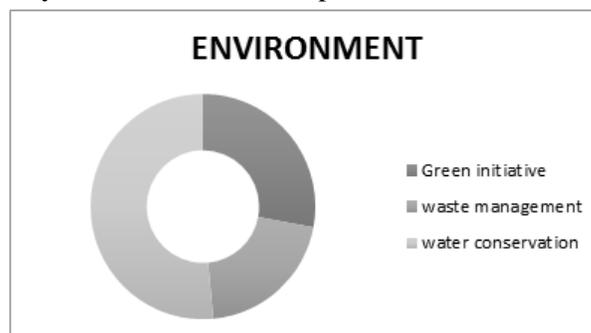
The Securities and Exchange Board of India (SEBI), as per its notification on August 13, 2012 (www.sebi.gov.in), has notified that enterprises are accountable to the larger society and **"adoption of responsible business practices in the interest of the social set-up and the environment are as vital as their operational and financial performance"**. SEBI has also made the inclusion of Business Responsibility Reports mandatory, as part of the annual reports of the Top 100 entities based on market capitalization at NSE and BSE. It is made mandatory to make these reports available on the official website of the company. In 2016, SEBI extended the mandatory requirement to the Top 500 listed companies.

The Responsibility towards Environmental Management

A study was conducted by (Ernst & Young, 2013) in which Out of 50 companies reviewed, the research indicates that 94% of the companies had some CSR activities in area of environment protection.



As presented above, education was the most common area covered by the companies followed by environment, health care, livelihood and rural development.



In the above chart, CSR initiatives aimed toward the betterment of the environment include green initiatives such as tree plantation drives to promote afforestation, efforts to conserve water and responsibly dispose of and manage waste. Green initiatives draw the highest attention with 76% and approximately 64% taking measures to conserve water and 56% for waste management. Sustainable development and Environmental concern is a key pillar of the corporate social responsibility. Ecological and environmental issues have been an important topic of discussion for the past twenty years in the business world – the longest time of the three dimensions’ corporate social responsibility which includes economic, social and environmental aspect. The knowledge and issues within the dimensions have progressed across a landscape of changing business realities. Environmental Dimension in Indian context comprises of 5 factors. These are Energy and Water management, Biodiversity Conservation, Waste Raw Materials, Environmental Development, noise and air pollution Management.

In recent times when corporate world grows and covers almost all of the world and helps in the economic progress of all the nations, the corporate world holds a huge responsibility for the protection of environment and to reduce the environment pollution.

To protect the environment and to reduce the environmental pollution companies can do many small things that can increase their profits in the short run:

- (a) Switch off the lights and electronics when not in use.
- (b) Reduce wastage of water.
- (c) Use recycled material.
- (d) Reduce the use of paper.
- (e) Install energy efficient lights.

How both environment and Corporate can benefit from CSR in the long run.

- 1) **Cost reduction** – Wasted raw material, energy, water is paid for and not used properly. The proper use of waste or waste management can reduce the cost of operations and reduce the pollution.
- 2) **Risk management** – The growing environment legislations and judicial activism can result into heavy fines or expensive litigation to companies, the companies can avoid this by framing environment friendly policies.
- 3) **Customer satisfaction** – As customers are highly aware and the awareness of environment problems is increasing on the global stage, the companies can please its customers and the customers can buy the products without compromising their future.
- 4) **Improve sustainability** – Reducing the environment impact will improve sustainability of a business as if a company is less dependent on natural resources and has ways to deal with the rising cost due to environment degradation it will increase the sustainability of a business in the long run.
- 5) **Swachh Bharat (Clean India)**- This initiative by the government can benefit the companies in the long run as it can improve the health of employees, give them a better workplace and eco-friendly environment. It can also boost investment and tourism, which will increase the consumer base of companies and demand from market.

Table 2: Case studies from different corporates as regards their CSR Policy

✚ **Tata Motors** (Pednekar. Mahesh, C, 2005)

Pollution Control - TATA is the first Indian Company to introduce vehicles with Euro norms. The joint venture of TATA and Cummins engine USA in 1992 was a major development towards emission control technology in India. To make eco-friendly engines it has collaborated with renowned companies like AVL and Ricardo. It has also manufactured CNG version of its car “Indica” and launched CNG buses. TATA has also invested in advanced emission testing facilities.

Restoring Ecological Balance - Tata motors has planted more than 2.3 million trees in Jamshedpur city and more than 70,000 trees has been planted in townships surrounding their industries. More than 5,00,000 trees has also been planted in Poona region. In Pune, the water treatment plant conserves water in lakes which attracts species of birds The company has instructed all its delivery suppliers to use eco-friendly packaging material instead of wood or paper.

✚ **Ambuja cements** (www.ambujacement.com)

- Natural Resource Management: Since 2010 the focus of the company is to manage natural resources, design and development of projects like integral water shed.
- Salinity Mitigation: Devising of programs like Gujarat costal salinity with collaboration of TATA industries.
- Agricultural Development: The company undertakes steps to aid food crops and agriculture development since it's a major sector in India (www.ambujacement.com)

✚ **Mahindra and Mahindra** (www.mahindra.com)

- Project Haryali - Since 2007 the company is committed in increasing green cover, the company plants 1 million trees every year on an ongoing basis.
- Wasteland management- The company has partnered with government of Madhya Pradesh to implement waste land project which include soil conservation and increasing water availability for agriculture productivity (www.mahindra.com)

✚ **Reliance Industries** (www.ril.com)

- Biogas plants- The Foundation has undertaken construction of 482 (1,394 since inception) biogas plants in rural households. The shift from using chemical fuel has led to reduction in indoor pollution thereby resulting in improved health of women and families.
- Soil conservation - 1,63,500 tons of soil has been conserved by reliance foundation.
- Compositing facilities - during the year, 7,679 composting facilities (17,968 since inception) have been created across rural areas for converting waste into organic manure and reduce dependence on chemical fertilizers (www.ril.com)

CONCLUSION

Environmental non-governmental organizations, in recent years, have grown in size and in number more or less due to the negligence of the government towards the environmental affairs. The total number of NGOs in the country is about 70,000; (Nagraj) while the actual number might be in lakh, the number of the registered NGOs may not be more than 10,000. Commercialisation of NGOs has no doubt led to their increasing growth but it does not mean that everyone joining the field is coming because of monetary purposes only. It is unfortunate that it is only the bad ones who get projected.

Furthermore, involving the community in local environmental management has been prescribed as a panacea for a whole lot of environmental ills – in some cases, to also avoid responsibilities and accountabilities of the concerned entities. Evidence for the effectiveness of community participation in environmental management is in short supply, due in part to the inherent problems in measuring the success of environmental policies that may take decades to positively affect the environment. Even more difficult, perhaps, is the prospect of measuring incremental changes in the well-being of the general public as they become more engaged in the policy process.

The development of the action groups took place out of a felt need to change the degraded status of environment and form part of the bigger movement at the global level. It is hard to identify the activities of these organisations as environmental movement. Very often they develop as an institution, with a structure of bureaucratic organization and loose the spontaneous rigor of movement spirit and are concerned more with routinized projects and action.

Moving towards the understanding of Corporate Social Responsibility towards the environment and society also gained momentum recently in legislative, judicial activism as well as from other parts of the society. The pragmatic point is that in addressing the position of individual and organizations directly, international law plays a huge role in cases of national governance, and more effective approach in implementation and enforcement of law, primarily by use of national legislations. Beside the constitutional duty and legislative mandate, it becomes the moral duty of an individual, organization, corporations to protect and contribute towards environment. All information related to the implementation of CSR which include activities undertaken, money spent, geographical coverage etc. as reported in the annual discloser of the company to the ministry of corporate affairs must be placed in the public domain. There is a need to understand that the government alone cannot succeed in the goal of environment protection and improving the standard of living of the society. CSR can play a role of an invisible hand, as intended for protection of environment and valuable role to produce the social good. It is clear that the choice of method is important, but success depends on the quality of the relationships underpinning the process. World today is economically richer & environmentally poorer the ever” - By R Brown, President of World Watch Institute, Washington. The emergence of NGOs represents a coordinated and methodized response by civil society, critically in those areas in which the state has either failed to reach or in manner that was in vain

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