

Contribution by Indian Oil Corporation Limited Toward the Welfare of the Society

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ABSTRACT

Apart from generating employment opportunities, the business and social partnerships of Indian Oil have had a positive impact on the society, besides generating employment opportunities. Their CSR team gives a lot of importance to healthcare, women empowerment and education. Indian Oil's R&D team is dedicated to developing technologies and programs which aid the optimum utilization of the available resources to ensure full energy utilization and independence. Indian Oil is also focused on the utilization of indigenous technologies using indigenous resources which further helps to maximize the output.

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INTRODUCTION

Indian Oil is known for its involvement in social welfare activities across the nation in addition to bringing fuel to the farthest corners of this country. Indian Oil's key welfare activity areas include "safe drinking water and protection of water resources" and "healthcare and sanitation". Indian Oil is also promoting "education and employment-enhancing vocational skills", "women empowerment and socially/economically backward groups", etc. The corporate social responsibility (CSR) projects are dedicated to improving the quality of life for the community and the people from the under-privileged section of the society. Indian Oil began its welfare activities even before the CSR legislation. A whopping amount of Rs. 331.05 crore was used for CSSR activity in the year 2014–2015.

The Indian Oil Sachal Swasthya Seva free mobile healthcare service has been contributing a lot to almost 1.5 million patients every year. The motto of Indian

Oil has been to nurture partnership with employees, with their vendors or suppliers, the resellers and the communities for their commitment to uninterrupted supply of good-quality material; for providing the products and world-class customer service to the customers; and for contributing to making the corporation a success and making it a household name, respectively [1]. IndianOil is committed to growing as a business and brings value to every life that it touches. It organizes tree plantation drives in order to spread awareness and carries out carbon and water foot printing manually. It works on reducing carbon foot print by planting trees. Any major business events are made carbon neutral through planting a tree. Solar photovoltaic (PV) power generation systems are installed at retail outlets to reduce the emission of GHG emission. RO solarization will soon be implemented in all the retail outlets and Indian Oil also has plans to bring electricity and light to the impoverished sections of the society with the help of solar lanterns. With more and

more dependency on the grid supply for the electricity, Indian Oil promotes solar energy production for office spaces to put less burden on the grid. Their future is to solarize all the workplaces and installations wherever possible. Not only that, they are committed to increasing the number of installations for rain water harvesting units and water reuse and manage the waste. A well-structured sustainable development awareness workshop is conducted to spread awareness among the employs toward the optimization of the energy resources. CSR activities which are carried out near the installations/units involve a huge number of SC/ST population.

THEIR PIPELINE NETWORKS

Under CSR of the corporation, pipeline utilized its allocated fund of Rs. 210 lakh by providing drinking water facilities in 33 villages and organizing 15 health camps in different villages near pipeline installation.

Indian Oil's Pipeline Division provides services in the field of Project Management, Operation Maintenance and Training Development Consultancy. The clientele includes the existing pipeline companies and companies venturing into pipelines business [2].

Several services were implemented to adopt technological achievements in pipeline operation and maintenance to achieve energy efficiency as well as reliability and safety of pipeline networks.

Benefits

- **Safety:** Moving gas and oil through pipelines is a safe way in comparison to others as pipelines don't spill as often as other forms of transport, and this technique is environmentally friendly and leads to low rates of injuries.
- **Energy efficient:** This method uses less energy than trucks and trains.

Therefore, this technique is eco-friendly and leaves a low carbon foot print.

- **Convenience:** Because booster pumps are positioned along the pipelines, pressures along be conveniently maintained to keep oil.
- **Wider reach:** Indian Oil has a pipeline network of 6268 km throughout the country running right from Guwahati in the east to Kanda in the west. It also reaches the northern region to Jalandhar and plans to extend till Udhampur. This decreases the transportation.
- **Cost effective:** Cost to a big extent for the company. This is a major advantage as the other private refineries coming up will have very little or no transporting both crude oil as well as finished products. So IndianOil has a natural edge cover companies.

DISTRIBUTION INFRASTRUCTURE

The company operates the largest marketing network of 19,000 sale points in the country. It has 5026 captive consumer outlets and 52 jubilee retail outlets. It has over 3000 LPG distributorships bottled in 50 bottling plants throughout the country. It also owns 92 aviation fuel stations and 1294 SERVO shops across the nation. It also handles 853 tankers. This facilitates uninterrupted supply of products throughout the year. Such extensive distribution network is nothing but the muscles of the organization making it stronger and tougher to compete with others. The wide distribution network of the corporation takes care of the imports and exports.

Rural Reach – In rural areas it has 231 multipurpose distribution centers. Indian Oil has over 100 Indane LPG distributorship commissioned in rural and semi-rural areas. This helps to cater to the need of population of rural, remote and

far-flung areas constituting about 75% of the country's population.

IMPORTANCE OF CORPORATE COMMUNICATION IN ETHICAL BUSINESS PRACTICE

- Corporate communication is a set of actions concerned with managing and arranging the internal and external communications intended to maintain the image of the organization in the eye of everyone associated with it. It collectively refers to the communication processes that are meant for corporate or business purposes. Corporate communication plays a great role in developing, enlightening and maintaining a corporate individuality, distinctiveness or an eminent brand image. The foundation of corporate communication lays under two heads – internal and external corporate communications.
- Corporate communication is a total communication activity generated by a company, body, or institute to its public in order to achieve its planned objective.
- Internal corporate communication refers to the flow of communication within organization. Tools like business meetings, conferences, presentations, brochures, newsletters, audio-visuals, etc. fall under this category of communication. This medium of communication – whether the flow is horizontal or vertical – affects the work environment, employee productivity and flow of information within the departments of an organization.
- External corporate communication means the communication outside the organization, i.e. with the customers, investors and other corporate identities. It is the way the company portrays itself to the entire corporate world.

- For an organization, if internal communication is in proper place and the flow of information is smooth within the departments, positive outcomes can be expected.
- If the outcomes are positive, the flow of communication externally to the customers, investors and the other corporate identities can be strengthened.
- Internal communication may be defined as an exchange of facts, ideas, opinions that individuals or departments of an organization relating to purely inside manners. Information transmission of various pieces concerning what happens within an organization rather than its relationship with the others outside the organization. This implies the concept of internal communication. Thus, internal or inside communication is concerned which implies transmission and reception of information clearly, accurately and speedily [3].

CONCLUSION

With safety, health and environment protection as its top priority, Indian Oil is devoted to doing business with a sense of responsibly toward the community, for a sustainable environment and future, eco-friendly work places, and improving the quality of life for its employees, customers and the community. Apart from working for the welfare of economically and socially weaker sections of society, Indian Oil is also committed to developing techno-economically viable and products and services which are also environment friendly and benefit the society. While operating its general operations, it ensures to leave minimum carbon foot print and believes in the utilization of the energy resources to the maximum. Indian Oil has also been very active in the times of distress and national emergencies. Their teams have helped the victims in the hour of need at the time of natural calamities

and have tried to maintain and restore the supply of petroleum products and also have contributed to the relief operations in kind as well as cash. Indian Oil truly believes in giving it back to the community.

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