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   INTRODUCTION

   REVIEW OF LITERATURE

   NEED/IMPORTANCE OF THE STUDY

   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

   ACKNOWLEDGMENTS

   REFERENCES

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
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CONTRIBUTIONS TO BOOKS
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES
- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, KurukshetraUniversity, Kurukshetra.

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AN INSIGHT INTO SUSTAINABILITY REPORTING PRACTICES - STUDY OF ITC & TATA MOTORS

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ABSTRACT

The article tries to highlight how human led economic activities become a curse to the society and environment. It throws light on how the companies are disclosing their performance towards sustainability at macro level by means of sustainability accounting and reporting framework. Today many mammoth MNCs are taking up such projects and reporting measures voluntarily. Corporate sustainability has now become a part of corporate activities.

KEYWORDS

Community Development, Corporate Sustainability, Economic Performance, Educational Development, Environmental Performance, Occupational Health & Safety, Socially Responsible Investment, Sustainability Accounting, Sustainability Reporting, Social Performance, Triple Bottom Line, Water Management.

INTRODUCTION

Earlier accountants' community believed that accounting profession has nothing to do with environment and society. Since the Industrial Revolution in 18th century, the corporate entities of that time and their immediate successor with their present existence in the form of gigantic MNCs have continuously been degrading natural environment, snatching away rare and valuable natural resources and also been destroying every balance of nature and environment; be it natural resources, be it biodiversity, be it biosphere surrounding all of us. Until recently, most of the corporations have guided their all activities keeping in mind their economic considerations and benefits. They have always thought of development, which is obviously economic development. Having concentrated more on economic perspective of development, they have forgotten to look back and evaluate what they had committed so far. If they would have taken slight pain to look back and evaluate what they have so far done, they could have discovered how they spoiled environment, socio-cultural norms, ethics and natural beauty. All these, in turn, have called a bleak future for the entire humanity and planet. The present notion of development has become dangerous for corporate sustainability, survival of the people and natural virginity**.**

REVIEW OF LITERATURE

Garg (2002) analysed the concept of sustainability accounting/ reporting and its key factors such as social, environmental and economical. The paper throws light on the principles for providing assurance on sustainability report.

Ghosh and **Chakroborty (2005)** took an attempt to draw the attention of alarming condition of environmental degradation, which might endanger the sustainability of future generation. They basically concentrate on environmental accounting and reporting. Their paper illustrates the different methodological approaches of environmental accounting, which is by and large used for measuring and reporting economic impact of environmental pollution in different levels.

Sarker (2006) has examined the link of environmental accounting and reporting with sustainable development. He suggests that environmental accounting is essential for an organisation implementing the concept of sustainable development as it facilitates to take into account ecological activities of an organization in economic measurement.

Rob Gray's (2006) paper takes its starting point from the ICAEW's 'Sustainability: The Role of an Accountant'- one of the outputs from the Institute's Information for the Better Markets Initiatives. He seeks to investigate the issues related to sustainability in some detail by considering, in turn, what is meant by 'sustainability', current state of affairs in sustainability reporting and the extent to which social disclosure can be said to be related to the social and/ or financial performance of organisations. His analysis suggests that sustainability reporting consistently fails to address sustainability and the increasing claims that financial and social performances are mutually determined and determining is probably incorrect and founded upon a tautology. The central theme of his paper is that sustainability is a matter of such concern that it must be treated, at least, as important as any other criteria currently facing business, that sustainability reporting needs to be developed in a mandatory context as urgently as possible and that continuing focus upon the tautologies of social responsibility is a particularly foolish and dangerous for the enterprise.

Bhattacharya (20007) takes an attempt to embrace the global new trend of sustainability measurement. He examines corporate sustainability and social responsibility of different Indian and foreign corporate entities and tried to set a link between CSR and performances of corporate entities.

Majumdar (2007) investigates how triple bottom line reporting practice embraces corporate sustainability. She examined TBL reporting practice of several Indian companies and analysed how several companies in India initiated sustainable development approach and sustainability reporting as part of corporate governance, The central theme of her paper is to find out whether in India the companies are practicing sustainability just to have a clear image in the eyes of the stakeholders in the form of green wash or is it a sincere effort from their side.

Singh (2007) has made an attempt to evaluate performance of the companies on corporate sustainability. His study includes instances of several other countries regarding sustainability norms adoption. This paper shows in detail how adoption of sustainability reporting by some Indian MNCs improves corporate behaviour and helps in social and environmental development in particular.

Chakroborty (2008) gives an overview of increasing awareness among the stakeholders about the environmental problems caused by economic activities and argues that with the increasing awareness among different people, corporates could no longer remain indifferent to green issues.

Saha and Gupta (2011) mainly concentrated on the assurance aspects of reports. Their paper discloses global best reporting practices and guidelines along with the process of conducting assurance on the sustainability reports.

OBJECTIVES OF THE STUDY

The primary objectives of the study are to understand the sustainability accounting and reporting framework, development of reporting practices in India and abroad including the recent position of such reporting practices. In addition to these, another objective is to gain an understanding about corporate sustainability activities adopted by ITC Ltd. and Tata Motors as mammoth Indian corporate entities.

RESEARCH METHODOLOGY

The study under research is based on the secondary data only. The study is based on the ITC's Sustainability Report 2011 and Tata Motors Sustainable Development Report 2011, which were obtained from the websites of the respective companies.

CONCEPTUAL FRAMEWORK OF SUSTAINABILITY ACCOUNTING & REPORTING

Sustainability accounting is a framework for measuring and reporting corporate performance against economic, social and environmental parameters. In other words, sustainability accounting & reporting (SAR) is a framework that evaluates the impact and performance of the companies on 3 Ps (i.e. Planet, People and Profit) and tries to embrace corporate missions and visions. It is also known as Triple Bottom Line (TBL) accounting.

A sustainability report refers to a single, consolidated disclosure that provides a reasonable and balanced presentation of performance over a fixed time period (Global Reporting Initiative, 2006). Such reports may include quantitative and qualitative information on their financial/ economic, social/ ethical and environmental performance in a balanced way.

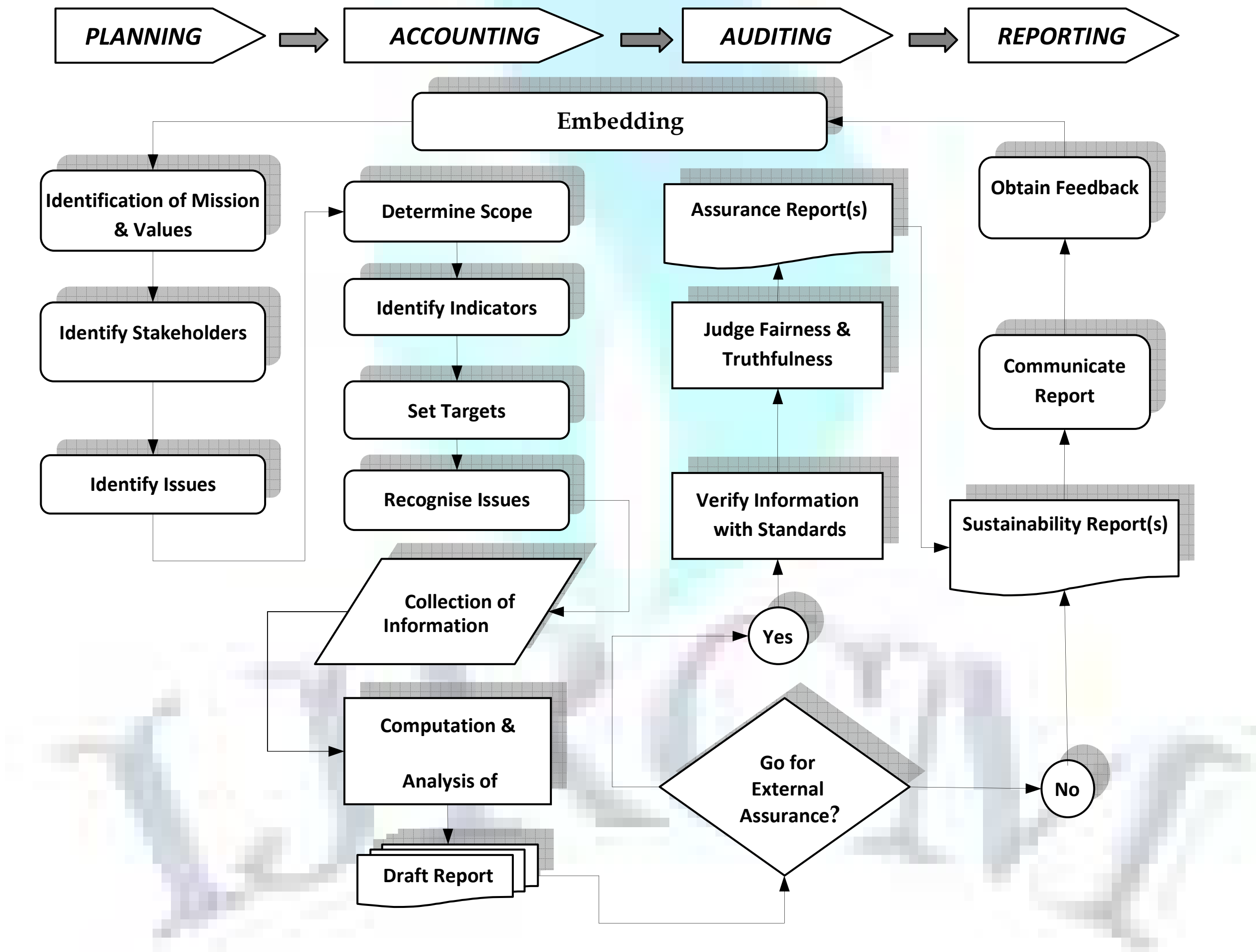
PROCESS OF SUSTAINABILITY ACCOUNTING & REPORTING

An organisation intending to record and report its performance against triple bottom line of sustainability may proceed in the ways mentioned as follows:

- **Planning-** It involves consideration of three questions –who are the stakeholders? What are the mission and values and which issues are to account for? Scope of SA also depends on these issues.
- **Stakeholders' Engagement-** It involves which stakeholder should be included and understanding what matters about performance.
- **Recognition-** It involves methodologies for selection of items to be included and accounted for.
- **Measurement-** It provides various methods by which numeric data may be computed in a form which is comparable, understandable and reliable.
- **Assurance -**It is the verification of fairness and truthfulness of information disclosed relating to economic, environmental and social sustainability of the organisation by a trusted independent authority.
- **Reporting & Disclosure-**It is the specific format of disclosing and communicating information relating to corporate sustainability to diverse stakeholders.
- **Communication & Feedback-** Communication of Sustainability Report either with Annual Report or on standalone basis or through organisation's website and obtain feedback and responses from stakeholders.
- **Commitment to Improve and change**- It is a dynamic process. So it must improve and change so as to disclose real changes in economic, social and environmental phenomena.
- **Embedding-** It is the institutionalisation of the entire process of accounting and reporting. In other words, it relates to adoption of sustainability process into mainstream operations, systems, policies etc.

The process of sustainability accounting and reporting is shown with the help of following flow chart (table 1).

TABLE 1: SUSTAINABILITY ACCOUNTING AND REPORTING PROCESS



STANDARDS OF SUSTAINABILITY REPORTING & ASSURANCE

The organisations generally use the following global standards to report their sustainability performances. Among the standards of disclosure Global Reporting Initiative (GRI) guidelines are used by most of the organisation worldwide. According to KPMG Survey 2011, 80 % of the Global Fortune 250 companies and 69 % of the national 100 companies of 34 countries adhere to GRI guidelines.

REPORTING STANDARDS

1. **The Global Reporting Initiative (GRI) Guidelines-**It is an international multi-stakeholder effort in order to create a common framework for reporting the performance of the companies against social, economic and environmental triple bottom line of sustainability. It was established in 1997 by the Coalition for Environmentally Responsible Economies (CERES) in partnership with the United Nations Environment Programme (UNEP). The first GRI Guidelines G1 were released in the year 2000 after having a lengthy consultation period and extensive pilot testing in companies such as Body Shop, Ford, and British

Airways. These represented the first global framework for comprehensive sustainability reporting. Immediately following the release of the 2000 guidelines, GRI initiated another extensive and wide ranging consultation process involving hundreds of individuals and organisations. The next revised guidelines were published in 2002 which is known as G2. A similar consultation process and feedback preceded the release of the third generation of the GRI, known as G3, in 2006. In the year 2011, GRI released revised version of G3 guidelines known as G 3.1. ***In the year 2011, GRI started formulating the new generation guidelines G4 and it is proposed to be issued in the year 2013.***

2. **The Social Accountability 8000 Standard (SA 8000 ®)-** It is a global work-place standard launched in 1997 that covers key labour rights such as working hours, forced labour and discrimination and crucially certifies compliance through independent accredited auditors. It was developed after having consultation with a broad range of stakeholders such as workers, employees, NGOs and of course, labour unions. It is based on the core conventions of International Labour Organisation (ILO), the United Nations Convention on the rights of the Child and the Universal Declaration of Human Rights. By June, 2009, SA 8000 had certified nearly 2,010 facilities in 64 countries representing 66 industries and 11,19,145 employees. The SA 8000 ® had been revised in 2001. The third issue of SA 8000 ® was released in 2008.
3. **AA 1000 Assurance Standard-** It was launched in 2002 by UK based AccountAbility. It was the first attempt to provide a coherent and robust basis for assuring public report and its underlying process, systems and competencies against principles of accountability and stakeholders' engagement. It was specifically designed to be consistent with the GRI guidelines. AA 1000 AccountAbility Principles Standard (AA 1000 APS) 2008 is used by organisations to develop an accountable and strategic response to sustainability including reporting.

ASSURANCE STANDARDS

1. International Standard on Assurance Engagements (ISAE) 3000- ISAE 3000 on 'Assurance Engagement Other Than Audit or Reviews of Historical Financial Information' was developed by the International Auditing and Assurance Standards Board (IAASB) of the International Federation of Accountants (IFAC). It is used by the assurance providers of sustainability reports to guide their assurance engagements.

2. AA 1000 Assurance Standard (AA 1000 AS), 2008- It evaluates the adherence of an organisation to the AA 1000 APS and the reliability of associated performance information.

The organisations in different countries are also required to comply with different mandatory and voluntary standards, codes and regulations etc. relating to environmental and social, ethical aspects of business.

LIMITATIONS OF SUSTAINABILITY ACCOUNTING & REPORTING

There are some problems which act as hindrances of sustainability accounting. These are as follows:-

- **Perceived High Cost:** Cost includes research, engagement, data collection and analysis, report production, auditing, communication and management etc. of sustainability accounting systems. For example, the external verification cost of the Co-operative Bank, UK in 1999 was around 50-60 pounds/ annum.
- **Format:** No mandatory format of disclosing sustainability issues has yet been formulated. The formats of disclosing sustainability performance of a company issued by several international organisations are mainly voluntary and recommendatory in nature. As a result they are not binding on the company.
- **Insufficient Information & System:** Organisations, generally, do not maintain proper systems and information relating to society and environment.
- **Lack of Standard:** There is a lack of standard to recognise and measure sustainability accounting information. Neither the International Accounting Standard Board (IASB) nor the Financial Accounting Standard Board (FASB) of USA has extended any standard exclusively meant for sustainability accounting and reporting. However there are some mandatory standards for disclosing environment related aspects which are mainly issued by national governments of different countries and applicable only for that country whose national government or regulatory body/ bodies has (have) issued those standards or guidelines. There is, of course, several voluntary standards issued mainly by the Global Reporting Initiative (GRI), Social Accountability organizations etc. Since these are not mandatory, companies have not yet shown their interests and willingness to adopt them. As a result there is no harmonisation among the companies which are not reporting on the basis of GRI or SA 8000 or AA 1000. Moreover there is lack of unity among the voluntary standard setting organisation regarding the scope of disclosure and items to be disclosed. For example, GRI guideline has concentrated on the triple bottom line aspects of corporate sustainability disclosure, whereas AA 1000 and SA 8000 have concentrated more on social disclosure.
- **Secrecy and Unwillingness:** Most of the companies do not want to disclose information which is considered to be secret. They are eager to disclose information on the areas on which they have either strong commitment or performed well.
- **Voluntary Assurance Requirement:** Till the date, assurance of sustainability report by external assurance provider is not mandatory. So it mainly depends on the companies whether to get sustainability report assured by some external assurance provider or by their internal audit departments or no assurance required.

GLOBAL TRENDS OF SUSTAINABILITY ACCOUNTING & REPORTING

SAR is not mandatory. Since there are no mandatory global standards to be followed by the companies and others, consensus is yet to achieve relating to the name, form and contents of the reports. However it is treated as an integral part of corporate social responsibility (CSR). In a report of 2005, the following is the trend of CSR (often treated as replica of the concept of sustainability) in major countries of the world:

TABLE 2: TABLE SHOWING CSR COMPLIANT COMPANIES AROUD THE WORLD

Year	***(Percentage of Companies which are CSR Compliant)***								
	US.	Japan	UK	Korea (South)	China	Russia	India	Brazil	Canada
2002	30	64	83	40	-	-	-	-	-
2005	35	83	100	60	18	8	6	5	1

Source: Financial Express, Page- III, 6th August, 2005.

There has been a clear increase in percentage of the large 100 companies in a number of countries publishing environmental or sustainability report. KPMG International Corporate Responsibility Reporting Surveys have clearly shown that number of companies reporting on sustainability issues has continued to rise. It is evident from the following table:

TABLE 3: TABLE SHOWING SURVEY OF G 250 AND N 100 COMPANIES BY KPMG

% of Companies							
	1993	**1996**	**1999**	**2002**	**2005**	**2008**	**2011**
G 250	-	-	36	45	64	83	95
N 100	12	18	24	28	41	53	64

Note: G 250-Top250 largest companies of Fortune Global 500 and N 100- Top 100 companies from different countries [16 countries (2005, 2005), 22 countries (2008), 34 countries (2011)].

Joint research survey conducted by the American Institute of Certified Accountants (AICPA) USA, Chartered Institute of Management Accountants (CIMA) London and Canadian Institute of Chartered Accountants (CICA) Canada published in December 2010 shows that among large companies, 29 % include sustainability information in their annual reports, 17 % publish separate sustainability reports and 13 % do both. Among small and medium sized (SME) companies these are 6 %, 8% and 2% respectively.

Research survey by Radley Yeldar and GRI published in April, 2011 regarding online sustainability reporting in the year 2009-10 revealed that 55 % of the sample companies adopted flat PDF or interactive PDF form of reporting as against 40 % adopted digital format. 70 % of the companies issued sustainability report only whereas 30 % integrated sustainability along with other reports. 77.5% of reporters included a mail-to link or contact form in their reporting, while 12.5% included an online feedback form.

FINDINGS AND DISCUSSION

1. CORPORATE SUSTAINABILITY PRACTICE AT ITC LTD.

ITC Ltd., one of the popular Indian conglomerates, issued its report covering FMCG, hotels, paperboards, paper & packing, agribusiness, lifestyle retailing and others business areas for the period from 1st April 2010 to 31st March, 2011. In the 2010-11, it achieved 26 % growth in total shareholders' returns over the last 15 years. ITC's sustainability philosophy draws upon its "deep commitment to build an exemplary Indian enterprise that can progressively contribute to building a secure, sustainable and inclusive future for all our shared tomorrows."

ECONOMIC PERFORMANCE-

ITC is considered amongst top 10 private sector companies in terms of market capitalisation. Its value added disclosure is as follows:

TABLE 4: VALUE ADDED DISCLOSURE *(in percentage)*

	2008-09	2009-10	2010-11
To Exchequers	74	6	20
To Employees	75	6	19
To Providers of capital	74	5	21

Its Returns on Capital Employed has improved substantially from 41 % in 2009-10 to 46 % in 2010-11. It procured nearly 87 % of the raw materials indigenously.

ENVIRONMENTAL PERFORMANCE:

Minimising carbon intensity- ITC has adopted strategies that address climate change related impacts and has also developed mitigation and adaptation plans. In the year 2010-11 it has consumed 22,554 Terra Joules (TJ) of energy which is 5.2% higher than the energy utilised in the previous year. (21,456 TJ in 2009-10). Out of total energy consumption, 61.9 % was from fossil fuels, 2.8 % from purchasing state utilities and 35.3 % from renewable resources. ITC's social and farm forestry initiatives added 11,652 hectares of plantations during 2010-11. Total plantations, as on March 31, 2011, now stand close to 114,000 hectares. Its status as a carbon positive company is as follows:

TABLE 5: CARBON INTENSITY

	2006-07	2007-08	2008-09	2009-10	2010-11
CO2 sequestered in Kilotonnes	2025	2638	3695	4785	4011
CO2 released (Manufacturing & Freight) in Kilotonnes	1143	1352	1572	1709	2046

Water Management- It is committed to conserve and manage this precious natural resource. In 2010-11 it withdrew 29.36 million Kilolitres of fresh water as against 29.96 million Kilolitres in 2009-10, a reduction over 2 % over previous years.

Recycling and Waste Management – In 2010-11 it generated 6,38,405 tonnes of wastes which is 10.3 % higher over the last year due to higher production volume in all most all the business. It ensured recycling of 99.8 % of waste generated. The data on waste are as follows:

TABLE 6: WATER MANAGEMENT

	2006-07	2007-08	2008-09	2009-10	2010-11
Waste generated (in Kilo Tonnes)	304	353	490	579	638
Recycling percentage	93.10	98.90	98.80	99.80	99.80

Significant Air Emissions- In 2010-11, the total significant air emissions included 765 tonnes of Particulate Matter (PM), 874 tonnes of NOX and 1133 tonnes of SO2 emissions (In 2009-10, PM : 880 tonnes, NOX : 811 and SO2 : 909 tonnes). The increase in the total emissions is mainly due to significant growth in production volumes in almost all businesses; Paperboards Business up by 2.9%, Foods' Business snacks and biscuits by 94% and 25.8% respectively and soaps in Personal Care by 27.8%. The total consumption of ODS by all our Units was 139 Kg of CFC-11 equivalent.

SOCIAL PERFORMANCE:

ITC is famous for its social performance. It popularised the concept "E Choupal" among the farmers and rural people.

Occupational Health- In 2010-11, over 12,430 employees underwent preventive medical examinations, to identify symptoms of any occupational illness and there were no occupational related illnesses reported from Units. Also, at least 2% of total employees in each Unit are trained to provide first aid.

TABLE 7: NO. OF EMPLOYEES UNDERWENT PREVENTATIVE MEDICAL TREATMENT

2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
7718	8135	8006	9752	11510	10801	12430

HIV/ AIDS- During 2010-11 it conducted 123 awareness programmes for the employees and communities around the units. The interventions covered a total of 14,935 people of which 13,306 were its own employees while the balance were members of the local community. In addition it also organised counselling sessions at various locations covering a total of 1,667 people, of which 1,452 were its employees.

Social Investments – Mission Sunhera Kal- The total number of projects implemented during 2010-11 was 76, up from 66 during 2009-10. These projects are spread across 51 districts of Andhra Pradesh, Bihar, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Orissa, Rajasthan, Haryana, Tamil Nadu, Uttar Pradesh, and West Bengal. Together these programmes reach out to more than 3 lakh households and more than 16 lakh individuals who are directly impacted by the various programmes spread over 5,495 villages.

Strengthening Rural Livelihoods- The e-Choupal initiative revolutionised the Indian agricultural landscape by leveraging digital technology and customised extension services to empower farmers and raise rural incomes. By providing the power of Information and Digital Technology, small and marginal farmers are empowered with a host of services related to knowhow, best practices, timely and relevant weather information, transparent discovery of prices and much more. The e-Choupal network not only connects farmers to markets, but also allows for virtual integration of the supply chain, to create significant efficiencies in the traditional system. E-choupal initiative had benefited over 4 million farmers in 40,000 villages.

Social Forestry- Total area brought under plantations during 2010-11 was 3,349 Hectares and 251.71 Lakhs sapling were planted during the year.

Primary Education, Health and Sanitation- Total number of children covered cumulative to 2010-11 is 2.48 Lakhs and cumulative total number of health camp till 2010-11 were 314 reaching out to over 22,819 patients.

Reporting Standards, Assurance Standards and Assurance Provider- The reports of 2008-09, 2009-10 and 2010-11 were assured by Ernst & Young Pvt. Ltd. following GRI G3 guidelines and assurance standard ISAE 3000.

2. CORPORATE SUSTAINABILITY PRACTICE AT TATA MOTORS LTD.

The Indian automobiles giant Tata Motors Ltd. issued its Corporate Sustainability Report covering the period from 1st April, 2010 to 31st March, 2011. During the FY 2010-11 it achieved all- time high sales of commercial vehicles- a growth of 22 % over the previous year.

ECONOMIC PERFORMANCE-

During the FY 2010-11, it generated a gross revenue of Rs. 521.36 billion which is 35.9 % higher than the previous year. Its disbursement of value added for the reported year is as follows:

Economic value added to operating costs Rs. 441.93 billion, employee benefits Rs.22.94 billion, providers of capital Rs. 26.11 billion, government Rs.3.84 billion and Rs. 26.54 billion retained for it s growth purpose.

ENVIRONMENTAL PERFORMANCE:

In the current year its total investments reached Rs. 346.90 million towards environment management activities across operations. It had recycled metal scrap and forgings (in Tonnes) to the extent of 17386.73 in 2008-09, 17784.50 in 2009-10, and 37373.00 in 2010-11.

HAZARDOUS WASTE DISPOSAL-

TABLE 8: HAZARDOUS WASTES DISPOSAL REPORT

	2008-09	2009-10	2010-11
Sludge (Tonnes)	4536.28	4299.25	4812.81
Used Batteries (Tonnes)	32.14	37.76	198.19
Used Oil (Tonnes)	150.93	168.00	497.68
Oil Contaminated Material (Tonnes)	44.83	23.56	55.31
Other Hazardous Wastes (Tonnes)	209.97	402.15	936.65
Liquid hazardous Wastes (KL)	131.24	121.66	231.90

Tackling Climate Change- It had adopted climate change policy from its parent group Tata. It is continually working to develop low carbon fuel, fuel saving technologies that will substantially reduce Green House Gases, development of CNG vehicles, electric and hybrid vehicles. It adopted the United Nations Framework Convention for Climate Change's (UNFCC) Clean Development Mechanism (CDM). for its wind power project of 20.85 M.W, UNFCC issued 27,554 CER for the FY 2008-09. Its total annualised energy savings in the 3 years periods were amounting to 109460 Giga Joules (GJ) in 2008-09, 175975 GJ in 2009-10 and 230959 GJ in 2010-11.

GHG Emissions Reduction- Due to its consistent efforts in GHG reduction, it achieved GHG reduction (in Tonnes of CO2e) amounting to 25236.63 in 2008-09, 40572.00 in 2009-10 and 47817.92 in 2010-11.

Water Management- It is continually working towards reducing its water footprint. The total water consumption by its plants was increased by 14 % from the previous year's level, whereas during the same period the average water use per unit of automobile production was reduced by 3.80 %. Its total water withdrawal (in Kilo Litres) were 65,26,653 (2008-09), 68,19,413 (2009-10) and 77,85,748 (2010-11).

Air Emissions Management- The Company uses R134a which has zero Ozone Depleting potential as a refrigerant in its products. It no longer uses Ozone Depleting Substances (ODS) in manufacturing supporting processes or in production locations. During FY 2010-11, emissions of NO_X reduced substantially, SO_X and particulate matters (PM) have increased to a large extent.

SOCIAL PERFORMANCE:

Occupational Health & Safety- In its plant, it dedicates teams of safety and health professionals working to devise safer procedures. It has mandatory for all workers to undergo a health check0up at regular interval. Due to several measures its reportable injuries reduced from 145 in 2009-10 to 113 in 2010-11. Fatalities also reduced from 1 in 2008-09 to zero in both 2009-10 and 2010-11. Reported minor injuries were also decreased from 814 in 2009-10 to 783 in 2010-11.

Community Development- As a part of these measures, healthcare facilities were provided to nearly 3,00,000 people annually. 'Amrutdhara Project' was implemented to provided safe drinking water to 100 villages in the coming 3 years. In education facilities, infrastructure upgradation benefited 50,000 students annually; teachers' training benefited more than 2,000 primary schools teachers. Throughout their plants, Tata Motors has spent Rs. 14.79 Million on community infrastructure initiatives.

Independent Assurance- It has prepared its report for the FY 2010-11 based on GRI revised guidelines G3.1 which was launched in 2011. Its report was externally assured by Det Norske Veritas As (DNV) and got GRI Application Level 'A+' rank.

CONCLUSION

Today Sustainability Reports have become one of the means of disseminating information of corporate social performance of corporate entities. The numbers of organisations that are taking care of triple bottom line of sustainability and issuing standalone reports are increasing gradually. However there are some hindrances (such as perceived high cost, no clear cut format, insufficient information systems, lack of global standards, secrecy and unwillingness) for which substantially high number of organisations could not adopt and institutionalise such framework. It has also been observed in several research studies that many corporate entities are publishing such reports only to green wash their current and prospective investors. It is generally accepted that some corporate entities have been bringing out of such reports to attract Socially Responsible Investment (SRI) in Europe and western countries. Another criticism is that at the time of reporting, the companies generally report and disclose those issues in which they have performed well or issues which brought some awards and popularity. However in Indian perspective, though the position is not mentionable, some companies in private sector are bringing out such reports. The examples include Tata group of companies, ACC Ltd, Exide Industries Ltd, Dr. Reddy's Laboratories Ltd, HCC, Infosys Technologies Ltd, Larsen & Toubro, Mahindra, Maruti- Suzuki, Reliance Industries Ltd, Wipro, Sesa Goa, Jubilant Life Sciences Ltd and Asian Paints etc. In public sector, Navratnas and others such as Steel Authority of India Ltd. (SAIL), Oil and Natural Gas Corporation (ONGC), SIDBI, Hindustan Paper Mills Ltd. etc, are contributing their best efforts towards sustainable development. It is also a fact that in absence of any mandatory reporting and assurance standard, companies often have to follow self developed standards. Recently the Accounting Research Foundation (ARF) of the Institute of Chartered Accountants of India (ICAI) has taken up a project to formulate a comprehensive standard on sustainability reporting. In India, Ministry of Corporate Affairs (MCA), Govt. of India, published guidelines on voluntary disclosures of triple bottom lines information in the year 2009. Such guidelines were prepared keeping in mind GRI and other international frameworks. Any company, in India, may follow such guidelines of MCA to prepare and disclose information on sustainability. In August 2011, MCA issued the ***revised guidelines*** under the title ***"National Voluntary Guidelines on Social, Environmental, & Economic Responsibilities of Business".*** It is to be motioned that information that are disclosed through SAR framework has little relation with planetary sustainability in the sense of Brundtland Commission of United Nation's World Commission on Environment & Development (UNWCED). But they, at least, provide the corporate impact on TBL. In near future, it is an expectation, more and more companies will be disclosing their performances fairly and without any hesitations with such reporting framework.

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