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CEMENT MANUFACTURING COMPANIES' CORPORATE SOCIAL RESPONSIBILITY AND PASTORALISTS LIVELIHOODS SECURITY IN KITENGELA WARD, KAJIADO COUNTY, KENYA

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Abstract: *The purpose of this study was to examine Cement Manufacturing Companies Corporate Social Responsibility and Pastoralists Livelihoods Security in Kitengela, Kajiado County, Kenya. The specific objectives that the study sought to fulfil were; to examine the contribution in education through CSR on Pastoralists Livelihoods Security, to explore the contribution in the provision of accessible healthcare through CSR on Pastoralists Livelihood Security, to establish the conservation of the environment through CSR on Pastoralists Livelihood Security and to investigate the extent to which community participation has been practiced through CSR on Pastoralists Livelihood Security in Kitengela Ward, Kajiado County, Kenya. The study used the Social Inclusion by the World Bank and the Stakeholder Theory by Ian Mitroff and Freeman (1983). Social Inclusion presupposes that by providing some basic facilities to socially excluded communities, inclusion into development would occur whereas the Stakeholder theory looks at the way firms should put the community's needs at the core of doing business as they are stakeholders in the firm. The research approach was qualitative with the research design being case study. The target population was the Pastoralists living in Kitengela Ward, the administration and the CSR managers. The study findings revealed that there was insignificant contribution through CSR in education, health care, environmental conservation and community participation and thus the lack of livelihood security of the pastoralists living in Kitengela Ward, Kajiado County, Kenya. The study findings also revealed that the cement companies hardly contributed to projects that would benefit the pastoralists of which most basic service were lacking. They however invested in CSR in other areas such as Kibini and Magadi where minerals were perceived to be more and the area of Kitengela where the manufacturing plants were located had been neglected. The study therefore proposed that the pastoralists be involved in deciding what projects should be undertaken that would benefit them and that the companies engage more on helping the community under which is a host to its factories. The study also suggested a study on internal policies and effective implementation of CSR projects in Kitengela Ward, Kajiado East Constituency, Kajiado County, Kenya.*

Key terms: *Community Participation, Corporate Social Responsibility, Environmental conservation, Livelihood Security, Pastoralists, Sustainable Development*

1.1 Background to the Study

The evolution of CSR as a modern practice dates to economist Howard. R. Bowen in his study of the social responsibilities of the businessman in 1953. By 1980, it had gained more recognition with Thomas Jones advocating for the inclusion of societal groups such as surrounding communities identifying that corporations have responsibilities beyond its shareholders. This meant that social, environmental and economic dimensions can't be separated from the corporations' activities. This led to the UN adopting a global compact in 1999 and later the European Union Green Paper on CSR in 2001. From this, the practice of CSR was strengthened and commitment to societal needs adopted (Carroll 2003)

The adoption of the Millennium Development Goals in 2000 which were defined by the UN and later translated to the Sustainable Development Goals are a base on which CSR should be put in practice in developing countries with concerns on issues like education, health care, and environmental sustainability that have to be supported partly by companies and organizations, as the governments alone cannot provide these services (UN 2000). According to Pappasolomou (2005), CSR as best practice should aim to foster reciprocal relationships between the corporation and community, invest in the community within which it operates, launch community development activities and demonstrate a commitment to sustainable development.

In Brazil, there has been a continued effort by cement manufacturing companies to contribute in offering a solution to the society's problems. The cement companies have formed a separate entity called the Brazilian Portland Cement Association that undertakes several social and environmental initiatives contributing immensely by means of employment generation and working rapidly to respond to the communities concerns and needs. The community council is a mechanism adopted by the association to encourage communication and relationship between the community and grinding plants (Sobczak & Martins 2010). The companies have undertaken forest re-vegetation programs such as that of the Ipanema National Forest and construction of houses for communities affected by floods in September of 2010. These cement companies in Brazil have identified that the government alone cannot solve society needs and they have aimed to improve community welfare through social practices. This has been further supported through partnerships with Larfarge and WWF (CNI 2012)

As of 2016, India was the second largest cement manufacturer of cement globally. Trends in CSR in the country are highly practiced with one of the largest cement manufacturers Ambuja Cement being recognized for engaging and enabling communities to realize their potential through its initiatives. It is primarily tasked with engaging stakeholders and undertakes projects and schemes to promote the social and economic development of communities in and around the manufacturing locations of Ambuja Cement. It has acknowledged that many factors contribute to a person's livelihood. It has therefore undertaken to create sustainable, prosperous rural communities. The research and monitoring done as well as external independent studies on CSR programs show transformation of 1.5 million people in income levels, health indicators and overall harmony in the communities they practice CSR through services in the education sector, health, women empowerment, skills training and agriculture. (Sherawat 2017)

In Africa, Nigeria is at the forefront with the Government of Nigeria attempting to pass legislation to make a minimum level of philanthropic CSR contributions mandatory for businesses in the

country. Dangote cement as an example in the country has spent billions into the development of infrastructure and that it aims at bolstering ties with communities around its investments (Bello 2017). It is committed to improving the quality of life of the people in the communities in which they operate. The company has undertaken empowerment initiatives through funding education, healthcare, disaster relief and community welfare initiatives. It has been recognized as a sustainable enterprise through its sustainable reports and its underlying importance of people and stakeholder engagement.

CSR as a practice in Africa is becoming widespread and has led to a group of national leaders and opinion formers coming together to develop the Monrovia Principles, a tailored for Africa set of CSR guidelines. This meeting in 2010 emphasizes partnership with society and calls for businesses to contribute at least 0.7 of their profits to CSR activities (Forstater 2010).

CSR is a particularly prominent theme among mining, oil, and gas companies in Southern Africa, due to their potentially significant negative social and environmental impacts. Large South African corporations are increasingly active in the field of CSR, and their reach extends into ethics and anti- corruption efforts (Meridian Group International, 2006).

In Kenya, the service sector through the banking, insurance and telecommunication companies have largely engaged in CSR activities touching on education, health, social services and disaster relief. In the manufacturing sector, cement companies in Kenya such as Bamburi Cement have undertaken land reclamation as an environmental measure. This has been through the conversion of Bamburi quarry to a theme park (Haller Park) in turn leading to environmental conservation. The park bordering Nyali and Bamburi has provided jobs and a recreation spot for the residents at the Coast region.

CSR as a concept is given less attention by companies operating solely within Kenya than those with headquarters in other countries. This may be reflective of the developing country context where the concept of CSR is still relatively new to the business agenda (Kivuitu and Fox 2005). Most Kenyan companies view CSR as primarily philanthropic often employed on an ad hoc basis and separated from the core functions of the companies.

1.2 Statement of the Problem

The manufacturing company turns millions in profit that should be redistributed to the host communities. This is partly due to the negative effects that the cement companies pose on the environment in which they operate. These communities way of living has been affected through pollution, emissions and increased human activity. Cement companies in Kenya are confronted with extended and increased shareholder expectations regarding socio-environmental issues that they have been seen to neglect.

An ideal situation is one that would see companies conduct business in an ethical manner that aims to find strategic solutions for the community's economic, social and environmental issues. Instead of looking at CSR as a philanthropic act, it should be at the core function of a firm.

There has been public outcry on the conduct of business of cement companies in Kenya with instances of lobby grounds such as Human Rights Agenda petitioning parliament about pollutions

caused by ARM. As a principle of good practice, these companies should be at the forefront in mitigating environmental hazards caused during production. Cement companies adopt impact assessments to mitigate environmental effects but do little towards social and economic issues of communities (Gelb 2012)

Woidtke (2002) on CSR has faulted the approach adopted by Kenyan companies as it lacks accountability, participation and initiative thus creating a gap on its delivery in the communities. The study therefore purposes to examine how CSR initiatives have been adopted by cement companies and what sectors they have invested in further improving the welfare of pastoralists in the Kitengela, Kajiado County.

1.3 Objectives of the Study

The general objective of the study was to investigate the effect of Cement Manufacturing Companies' Corporate Social Responsibility and Pastoralists Livelihoods Security in Kitengela, Kajiado County, Kenya.

- i. To examine the contribution in education through CSR on Pastoralists Livelihoods Security in Kitengela Ward, Kajiado County, Kenya
- ii. To explore the contribution in the provision of accessible healthcare through CSR on Pastoralists Livelihood Security in Kitengela Ward, Kajiado County, Kenya
- iii. To explore the influence of CSR on environmental conservation on Pastoralists Livelihood Security in Kitengela Ward, Kajiado County Kenya
- iv. To investigate the extent to which community participation has been practiced by cement companies CSR on Pastoralists Livelihood Security in Kitengela Ward, Kajiado County, Kenya

1.4 Literature Review

The Social Inclusion Theory

This theory was traced to the social exclusion theory by Max Weber. In reference to his works, Atkinson (1998) made the point that exclusion is mainly manifested in terms of a community rather than individual level. It also arises as a result of inter-related factors (Saunders, 2003). The theory stresses on how corporations can undertake initiatives to alleviate social issues that may be a hindrance on the community's ability to sustain themselves.

Application of this theory is limited as it has been contended as to the extent to which responsibility can be applied to private corporations and whether and how CSR would be effective in alleviating social issues. The challenges of bringing economic and social rationales into harmony have also been identified by Banks (2016).

The Stakeholder Theory

This theory was brought forward by Ian Mitroff 1983 and Edward Freeman 1983. The stakeholder theory emphasizes the relationship between a business and its stakeholders. The stakeholders of a business are viewed as those who affect or are affected by a business. Stakeholders are integrated into the business when the company is viewed as part of a larger social body, extensionally

meaning it has responsibilities to the community within which it operates. The stakeholder theory in this research helps re-conceptualize the nature of the firm to encourage consideration of the community beyond the traditional stockholders and this perspective leads it to acknowledge its duty towards the environment it operates in and the host communities.

The stakeholder theory applies to this research by further acknowledging the host community having granted the firm the right to build facilities and conduct business, is a major stakeholder in its conduct of business. The firm should therefore not expose the community to unreasonable hazards in the form of pollution, toxic waste, and hazardous materials. (Freeman 2002).

Background of Corporate Social Responsibility

CSR in its definitions can be classified into two major categories: that driven by financial performance or by morals. The origin of CSR can be traced to the United States with the writings of Friedman (1970) who suggested that businesses in doing social responsibility have an aim to make profits. He was of the view that;

“There is one and only one social responsibility of business- that is to use resources and engage in activities designed to increase its profits as long as it stays within the rules of the game and engages in open and free competition without deception or fraud.”

Widely recognized as the first scholar to define CSR is Howard Bowen. In his textbook, *Social Responsibilities of a Businessman* in 1953, he defines CSR as “the obligation a businessman has in pursuing policies, making decisions or following those lines of action which would be desirable to the society”. From Bowen, other definitions included that of Keith Davis in 1960 who viewed it as businessmen’s decisions and actions undertaken beyond the interest of the firm economically. McGuire followed in 1963 citing it as the responsibility of the firm beyond economic and legal obligations. From Mc Guire, there was emphasis on the firm or corporation going beyond what was expected of them (Kishimbo 2015).

Carrol in 1979 broadens CSR definition to encompass economic, legal, ethical and discretionary expectations that the society will have of the organization. Carrol brought forth in her analysis the pyramid of CSR. According to Carrol, the pyramid shows the hierarchy under which an organization should carry out its functions with its profit making being the foundation.

CSR will arise from the societal expectations of towards the firm and Jones(1980) realized that the corporation is the one that has an obligation to the community by identifying the said community as a stakeholder indicating that stakeholders may go beyond those who own the firm. This definition of CSR brought forth the aspect of the firm and the community but it is Frederick in 1992 that held the corporations to be accountable for the effect they may have based on their business on the community and the environment (World Business Council for Sustainable Development 1999).

Traditional definitions of CSR have focused on the firm and the community but did not address the ethical duty of the firm towards its stakeholders. Modern definitions arose to give CSR a more comprehensive meaning building on the earliest definitions. Mc Williams and Siegel (2001) define CSR as the acct of the business committing towards contribution of a sustainable economy, this is

while working with the local community and society at large to improve their quality of life. It is from their definitions that the firm has to look beyond just accounting for your effects but also improvement of the society within which you operate. According to the Commission of European communities (2001), CSR is a concept in which the firm integrates societal and environmental concerns in their conduct of doing business and in their interaction with the community on a voluntary basis (Andersen 2003).

Building on the definition by Commission of European communities, Pearce and Doh (2005) defined CSR as the actions a company undertakes to benefit the society beyond what is expected of them in law and the aim of making profit. This definition will be adopted in the society as it seeks to find out what actions the cement companies take to benefit the pastoral societies and to improve their wellbeing.

The above definitions show the evolution of CSR from Bowen's earliest definition to how we understand CSR today. CSR can be defined as the way firms behave in an ethical way beyond profit maximization to help societies solve their problems. By doing this, the firm views the society as a stakeholder that may be affected or affect its way of doing business. This is done voluntarily and can be viewed as a way of giving back to the society. According to this study, CSR is viewed as the ethical responsibility that cement manufacturing companies have in the host communities. These actions that they undertake should help alleviate society problems and promote development.

Based on definitions described, the way in which CSR has manifested itself in developing nations like Kenya may be different from that of the developed nations. It is not widespread in Africa like in the West. The manifestation of CSR in African nations is different due to differences in cultures and norms. Societal needs in Kenya and most African nations may be different from those in the west. CSR practices in Africa tend to be less formalized in most instances being associated with philanthropy. In Africa, CSR is mainly associated with social investments in sectors such as education, health, cultural practices and the environment. (Visser 2003)

Firms in Kenya have not laid emphasis on CSR in the recent past but are slowly adopting the practice. In studies done by (Boehm, 2005, Amaeshi 2006 and Tanaya 2012) they noted that local companies are adopting CSR in a rapid fashion and are increasingly integrating it in their core business functions by realizing that how they operate business and the environment in which they operate cannot be exclusive. Some firms have integrated it by formalizing structures in the organization that include departments or foundations that deal with their social responsibilities. (Tanaya 2012)

For most firms, it is no longer viewed as an extra cost that the management can shelve in the back. It has increasingly dawned on the firm and its owners that aside from mitigating the environmental effects that their firms cause, it goes a long way to help solve community problems. It has therefore been viewed as a good business strategy but also contributes to the long-term prosperity of companies and communities (World Business Council for Sustainable Development 2000)

The emphasis on CSR has been laid globally due to the importance it has and international organizations such as ISO 26000 guidelines that encourage businesses and organizations to

practice social responsibility. They are also encouraged to foster good relations with the communities, their employees and consumers. In the west, most countries have CSR in law that mandates the organizations to undertake it. In India, organizations are mandated to remit 2% of their revenues towards solving societal needs. Kenya, like many African nations lags behind in this. Most companies that engage in CSR as a core function of the firm are either Multinational Corporations that have roots in other countries or those that want to engage in export (Klins, Van 88 Niekerk, Smit 2010)

CSR in Kenya is greatly influenced by western practices and the UN in its Global Compact has been a key shaper in this discourse. It is from this that environmental impacts are mitigated through global guidelines on environmental practices. In Kenya, a CSR Act is not in place but the constitution of 2010 explicitly recognizes in Articles 10 (2) of the Constitution of Kenya 2010 requiring national values and principles of governance should be applied and they include good governance, integrity, transparency and accountability and sustainable development. There is also The Environmental Management and Coordination Act (EMCA) ,Chapter 387 of the Laws of Kenya provides for the need to protect the environment through legislative and other measures where the practice of Corporate Social Responsibility (CSR) can be considered as one of the other measures particularly those contemplated under Article 69 which include sustainable exploitation, utilization management and conservation of the environment and natural resources, encourage public participation in conservation of the environment and establish systems of environmental audit and monitoring, eliminate processes and activities that are likely to endanger the environment and ensure that every person has a duty to cooperate with state organs and other persons to protect and conserve the environment and ensure ecologically sustainable development and use of natural resources.

For CSR to make an impact in the local community such as the pastoralist society in Kitengela, it needs to be locally owned and channeled to specific societal needs if it is to make a significant contribution in solving community problems and improve their welfare.

1.5 Research Methodology

The study adopted a qualitative research. The study used a case study research design. The reason for choosing a case study design for this study is that it was useful in this study as it gave an in-depth investigation of CSR initiatives in Kitengela and helped conduct the research vigorously and give a better understanding of the problem.

The Study Site was Kitengela is a ward situated within Kajiado County covering an approximate area of 390km² (GOK, 2011). It lies towards the South of Nairobi, neighboring Athi River and Mavoko on either side. It is part of a larger rangeland ecosystem called the Athi- Kaputiei Plains and was one of the first areas where pastoralist land was subdivided from the ranches to allow for private ownership of land. It is in the mid-1970s that the Kitengela group ranch was created, with 215 registered members (all from the Masai pastoral community). This then led to sales for infrastructural development and immigration (Kristjanson, 2002).

It has a population of 23,770 people with pastoralists moving further away to pave way for infrastructure development. According to GoK (2019), the human population within Kitengela has doubled from 6548 in 1989 to 17,347 in 1999 to 58,167 in 2009. Kitengela is mainly a semi-arid

area with the predominant occupation as of 1970s being livestock keeping through pastoralism. The land has now shrunk paving way for infrastructural developments such as the cement plants, SGR, EPZ and human settlements. The pastoral way of life has also been affected as it was dependent on vast land. Kitengela Ward has been chosen through purposive sampling since it neighbors cement manufacturing companies and was predominantly inhabited by pastoralists.

With regard to this study, the general population consisted of all residents living in Kitengela Ward. On sampling, purposive sampling was used. The respondents were drawn from the villages in Kitengela ward. Other samples were drawn from cement companies CSR offices, projects sector heads and the local government. The study adopted non probability sampling technique that is practical in terms of cost and efficiency. Purposive sampling was done by selection of village elders and village representatives in the ward. They were believed to be reliable to the study.

Census sampling was applied on CSR managers in the 7 companies that manufacture cement around Kitengela Ward. Purposive sampling was also applied in sampling key informants that included the ward administrator and 4 head teachers. The instruments of data collection included interview schedules, questionnaires and focus group discussion guides.

The data collected was coded and verified and then analyzed. This was done using the Statistical Package for Social Scientists (SPSS version 23) to process the data. The software was used to produce frequencies and percentages to derive generalizations and conclusions regarding the population. Quantitative data was also presented using graphs, pie charts and tables. Qualitative data was also presented using content analysis and verbatim analysis. This method was used to analyze content from interviews and observations from the field.

1.6 Discussion of Findings

CSR and Education

The study intended to find out whether there were CSR initiatives put in place by the cement manufacturing companies in terms of education. Hence, the respondents were asked to identify some of the CSR initiatives put in place in improving education in the area. It was found out from the respondents that not much had been implemented by these companies. In fact, when the respondents were asked this question they were emotional, as they indicated that nothing so far had been done. They felt that despite their being an industrial hub in their area, their children still lagged behind in terms of education. They believed that these companies should have given back to the community in terms of skill transfer and education. The pastoralists leaders cited one of their conflicts with the companies is employment where they believed their people lacked those employment chances that they believed they deserved due to lack of education. However, it was important noting that some of the cement manufacturing companies tried offering bursaries to students in the area, set up some classes in various schools, but these initiatives had collapsed as they no longer heard of them. The respondents pinpointed Portland cement Company to have tried in this. This was based on the following sampled responses:

“nothing has been done my friend”

Source: Respondent One (2019)

However, some respondents said that some cement companies had issues bursaries that had helped some members of the community further their education or attain some education. This however

they claimed was a thing of the past as the said cement companies were no longer issuing the bursaries. For some however, these bursaries were not enough as they were shared between all members of the community and they were partial bursaries. This is highlighted in the verbatim quotes below:

“They have given Bursaries issuance to schools although they were not enough so very few benefited. At least Portland helps in with bursaries which are shared equally among students from high schools/ campus”

Source: Respondent Three (2019)

In terms of infrastructural development in aid of improving education in the community, most respondents felt that little had been done. In their view, these communities were extracting raw materials from their ‘land’ and did little in giving back. They felt that they could do more than they had done. In other villages, they could not relate any infrastructural development in schools aided by these cement companies.

“Some contributed to school construction. An example is St Marks which saw Portland help in construction of 2 classrooms”

Source: Respondent Thirteen (2019)

“There is no education because the companies extract minerals and do nothing. I they wanted to help, they would have donated some of their materials to construct schools for the children here”

Source: Respondent Fifteen (2019)

When asked to identify how significant they thought these initiatives were to the improvement of education in Kitengela Ward. Majority of the respondents indicated that these initiatives had been insignificant to the improvement of education in Kitengela Ward. This was indicated by 85.7% (18) of the respondents involved in the study. They indicated that despite the fact that some of the companies tried to carry out some initiatives, they were less compared to the profit they made out of the excavation. The respondents indicated that if all the companies were to do something and stop exploiting the community, levels of education would be improved and this would lead to better lives. They pinpointed that students dropped out of schools for lack of school fees, while some even indicated that they didn’t care about the community. The mixed reactions are elicited below. This was based on some of the reasons the respondents gave for their rating as follows:

“A lot of children are around, some have completed secondary schools, no university or college scholarship, some primary but they lack fee for secondary education.”

Source: Respondent One (2019)

“Maybe they have helped elsewhere but here, for as long as I have been here, I have never heard of any help from them.”

Source: Respondent Six (2019)

“They don’t help me in any way. They have not helped in education”

“They do not have the conscience of helping the community. They don’t care about this community at all therefore educating the members is not of concern to them but enriching themselves.”

Source: Respondent Eight (2019)

The verbatim quotes above show that the cement companies had not contributed to the education of the pastoralists in any way. However, some as expressed below felt that the companies had undertaken some initiatives that had helped some members of the community.

“Many students are able to complete their education, through the help from some of the cement companies (Athi River Portland) funding bursaries”

Source: Respondent Two (2019)

The respondents hence made various recommendations to improve CSR initiatives carried out by Cement manufacturing companies in Kitengela ward. The respondents recommended among others; further investment in education, taking responsibility of offering sponsorships, establishment of classrooms in various schools and adopting some of the children to educate them. These were as sampled below:

“They should invest in education of the youth in the area as they are extracting material from our land and they have done nothing to help them.”

Source: Respondent One (2019)

“They should help educate children and develop the area by bringing development. They are supposed to help in education and development but apparently they don't do that”

Source: Respondent Five (2019)

For some, the greatest concern was construction of schools as they felt without the proper infrastructure, their children could not access education. Some believed if schools were easily accessible, they could pay for their own children's fee and other requirements. This is shown in the verbatim quote from respondents below:

“They should establish schools. Children, they are mine, I will know how to educate them.”

Source: Respondent Seven (2019)

From the responses received and reactions, it was evident that the Pastoral community felt that the cement companies had done very little or nothing in terms of education improvement in the area. It was noteworthy from the companies that more had been done in Kibini and other areas of Kajiado County where they extracted limestone but little in the places where the plants were situated. From the above, the lack of proper education amenities and opportunities the respondents felt that the youth are left behind in terms of development. There is a similarity with the Social Inclusion theory that postulates that in order to achieve development or avoid being excluded in matters development, certain aspects such as education should be improved to raise the wellbeing of people. This is further in line with the study by Turkkahraman (2012) in East Tuban who stated that without investing in improving education, the companies fail to strengthen the individuals as

well as the community's development capacity and livelihoods. The study also is in contrast with the Stakeholder theory that anchored the study. Stakeholder theory is of the view that organizations should have an obligation to societal needs but this is not the case as the firms have done little or nothing towards improvement of education in Kitengela Ward.

CSR and Healthcare

The second objective sought to find out the extent to which CSR had been employed in matters healthcare among the pastoralists in Kitengela Ward, Kajiado County, Kenya. According to the responses obtained, investment in healthcare provision in the area was noted to be low, as most respondents indicated that they were not aware of any healthcare initiative carried out by the cement manufacturing companies. The cement companies were noticed to mainly focus in Kitengela Township, where they could at least set chip in towards betterment of healthcare, for they were to benefit from the same, ignoring areas like Ngurunga, where most pastoralists resided and raw materials were extracted. Here, the respondents indicated that there was one health facility in the rural parts of Kitengela which was not operational, and whenever they fall sick, they would go either to Ongata Rongai or Kitengela town seeking medication. These areas were far, given that the road was also dusty and poorly maintained; thus in cases of emergency, a patient would succumb before they even reached hospitals. In Kitengela, one of the cement companies had done a laundry for a healthcare facility to improve sanitation, although still this was not adequate. The respondents further indicated that dust had affected them seriously and impacted their health in a negative way and that of the livestock. This was based on the following responses:

“Supporting of projects in Kitengela hospital there was one Bamburi helped in doing a laundry that does not function”

Source: Respondent Two (2019)

“Nothing, I have not seen any. They don't help in healthcare. I have not heard of any healthcare initiative set by the cement companies”

Source: Respondent Five (2019)

From the above response it was evident that healthcare had not been addressed by cement companies being one of the concerns of the pastoralists.

The researcher therefore went ahead to find out the significance of the healthcare initiatives. The respondents indicated that the healthcare initiatives were insignificant. This was indicated by 90.5% (19) of the respondents involved in the study. They indicated that there was not much work done by the companies in order to improve healthcare in the community. Some of the respondents even indicated that they had never heard of any healthcare initiative undertaken by these companies. Some said that they had never seen a poster indicating that such a healthcare facility was set with company X. The residents of Ngurunga and Oloosirkon complained of poor healthcare facilities, and most importantly, the respondents in Ngurunga said that the blasting of quarries and trucks passing every time contributed to a lot of dust that caused infections and even death among livestock and even some people. This was as indicated in the following responses:

“This area does not have a hospital. You have to go to other areas away from here to get treated.”

Source: Respondent One (2019)

“The companies have not done anything. They should construct roads and health centers, which are lacking in the area.”

Source: Respondent Thirteen (2019)

The respondents therefore gave various recommendations to the cement companies towards improvement in healthcare investment through CSR. These included setting up healthcare facilities especially in Ngurunga, ensuring that there were drugs in the healthcare facilities, waste control whereby some indicated that the roads were to be sprinkled with water to reduce dust among other initiatives, as indicated in the following responses:

“The cement manufacturers should invest more in health projects. They should invest in free medical camps that would be easily accessible to us”

Source: Respondent Two (2019)

Further, the respondents noted the lack of health facilities in areas was of great concern as shown in the verbatim quotes below:

“They should at least set a health center in the community so that in case those who get infections from their activities / accidents can be treated there”

Source: Respondent Fourteen (2019)

Other health concerns were those associated with the cement companies operations where some respondents felt that health of the pastoralists had deteriorated as a result of their operations. They felt that more should be done to mitigate against these harmful effects as quoted below;

“They should ensure that dust does not go into the air and they should sprinkle the roads, as the dust shortens the lives of citizens”

Source: Respondent Eight (2019)

The findings of this study in terms of health are in contrast with UNDP (2013) which is of the view that key sectors in healthcare should be one of the main areas of focus in terms of CSR. This is mainly attributed to the unique nature of healthcare challenges in Africa where access to healthcare is crucial in order to achieve sustainable livelihoods. Cases of infant mortality and malnutrition are examples of challenges prevalent among pastoral communities and healthcare addressing these challenges is key in sustaining livelihoods.

CSR and Environmental conservation

The third objective sought to investigate the extent environmental conservation has been practiced

by cement manufacturing companies in Kitengela Ward, Kajiado County. This was in relation to the pastoralists livelihoods in the area. It was noted from the study that very few, if not none, environmental initiatives had been undertaken by the cement manufacturing companies. The respondents were uncomfortable with the whole reality of dust all over. In fact, one of the respondents indicated that Kitengela was a dusty town, and one was prone to chest infections, flu and other infections brought about by dust. Most of them indicated that the companies participated in blasting the quarries, transporting the minerals to the factories, but bothered less on trying to reduce dust for the resident. They indicated that this dust was a nuisance in various homesteads, especially in Ngurunga, where the excavation was carried out. The respondents further indicated that the quarries were not rehabilitated, once the companies were done with excavation. They left them open and left heaps of soil and stones scattered all over the place. The respondents felt that this was an environmental hazard that they could solve. Trees had not been planted by these companies but rather cut to give way for drilling and blasting. Tree planting they said was an initiative that would have seen the area improve. This was as indicated in the following responses:

“They pollute the air and the environment. There is even a day the residents held a demonstration because of pollution from East Africa Portland Cement.”

Source: Respondent One (2019)

“They are not involved in the conservation. They only pollute. They leave the quarries open that are dangerous to our people and animals”

Source: Respondent Twelve (2019)

There was further enquiry from the respondents on their significance rating of CSR initiatives in environmental conservation. From the findings, 95.2% (20) of the respondents involved in the study indicated that the initiatives were not significant in environmental conservation. They indicated that very little had been done to conserve the environment in Kitengela Ward. In fact, most of them stated that the environment was degraded more than it was conserved. They stated that trees had not been planted, didn't control measures were not available, the blasting had lowered the water level in the area hence it wasn't easy to do a well/ borehole and get water, the quarries were left open and that they were not reclaimed among other environmental injustices. The study also found out that during production and extraction that is done inwards of the ward, pastoralists are the ones who feel the effects of environmental pollution as they have been pushed further in to pave way for developmental projects.

This was as indicated by the following responses:

“There is a lot of dust in the place and the road is poor. This has contributed to poor health to people”

Source: Respondent One (2019)

“We are at the risk of being infected by various diseases because of the dust and we don't have water.

Source: Respondent Three (2019)”

Environmental concerns in terms of their operations were also evidenced by the respondent's grievances against private investors working with the cement companies. Their main areas of concern were the quarries used for raw materials for cement. They are illustrated in the verbatim quotes below;

“Quarries are left open mostly being a problem for us. None has filled them up or fenced them”

Source: Respondent Four (2019)

The respondents hence gave various recommendations to the cement companies in ensuring that they improved environmental conservation. Some of these included among others: sprinkling of the roads to reduce dust, proper waste disposal, reclamation of quarries that were being left open, planting trees in the area, sinking boreholes for the residents to increase the availability of water and seeking alternatives to the blasting that was being carried out. This was based on the following responses.

“They should improve on dust controls. They should reclaim the abandoned quarries by planting trees. They should construct all weather roads, sprinkle water on roads where their trucks pass on a daily basis.”

Source: Respondent Two (2019)

“They should involve the citizens and plant trees. If they can bring at least 2 trees per person. They should get another way of doing things instead of blasting”

Source: Respondent Eight (2019)

A concern on waste management was also raised as a major issue in terms of the environmental conservation measures they should adopt.

“They should try and put some strategies on how to control the wastes. These wastes are hazardous and can have effects to the community.”

Source: Respondent Three (2019)

The above scenario is in tandem with Moldan (2012) who argued that manufacturing companies tend to neglect the environment but in order to achieve sustainable development for all members of the community, attention should not only be paid to the social and economic needs but environmental factors as well. DEFRA (2018) was in agreement of the above and established that manufacturing companies and the environment should not be in conflict but can work together hand in hand for a better society. The study in Burkina Faso by DEFRA found nature suffering under the hands of human activity.

Community participation and CSR

In an attempt of the researcher to establish whether or not the community was involved in decision making of CSR initiatives by cement manufacturing companies, the researcher generally found

out from the respondents that community participation was very poor. In fact, some of the respondents claimed that they did not know of any initiative that had been undertaken by the cement manufacturing companies. The respondents said that they had to be consulted as they were aware of the felt needs in their community. Some indicated that they were just informed of an already ongoing project, some were not even informed that there would be blasting even if it was next to their homestead. They were just told to move by the security officers. The respondents were open enough to even indicate that only the security officers in the area were involved, as they would oversee the projects, ensuring that no one was injured, but in return they were well remunerated. Some of the respondents further indicated that there were no initiatives that the cement companies were undertaking to involve the community. They said the companies were doing nothing. Some of the respondents however indicated that Bamburi Cement Company had expressed an interest of working with the community, and even during public forums, they indicated that they would rehabilitate the quarries, and were willing to take some community members in Mombasa where quarries were reclaimed into a beautiful park. This was as indicated in the following verbatim quotes:

“I have not witnessed community engagement in this area, the community is never involved

Source: Respondent Two (2019)

Some felt that they engaged the community but only when acquiring land and not on how to implement projects that could be beneficial to them. This is as shown in the verbatim below;

“Nothing, nobody is asked anything. They only involve the land owner who have materials. They pass other peoples lands to extract pozolana but will not ask how to compensate for the damage done or for the access to the materials.”

Source: Respondent Three (2019)

Whereas some respondents felt they had been involved.

“Only Bamburi have started doing that. We have been in meetings. They have given hope. Bamburi has an intention of working with community. They are planning to take people touring in Mombasa to see how the quarries there have been reclaimed into a very beautiful park.”

Source: Respondent Five (2019)

Therefore, when asked to rate the significance of community participation to the pastoralist's livelihood security. From the findings, 95% (20) of the respondents indicated that community participation was insignificant. They stated that they were not involved and that the cement companies did not carry out development initiatives. They indicated that would they be consulted, they would give suggestions that would be beneficial to both the community and the cement companies. It was essential as it facilitated effective needs assessment, so as not to carry out projects that were of less essence to the community and ignore essential ones.

The researcher therefore sought to examine the recommendations the respondents would have to the cement companies to improve community participation on CSR. These included employment of youth in the cement companies, sponsorship of education, setting up health facilities for community members, carrying out the CSR initiatives and calling for and attending public forums/*barazas* to listen to citizens' view. This was based on the following responses:

“It should be broader. They should planning community open days and help understand the state of the community.”

Source: Respondent Two (2019)

“The community should be involved in decision making, jobs, whereby they buy pozolana, only the land owners benefit yet there are educated people who are jobless.”

Source: Respondent Three (2019)

The respondents gave views that they were unhappy with the lack of community participation to the extent of rioting against them. These reactions are quoted below;

The citizens are now better informed and they should render the citizens those services. People are about to start striking. They should come for barazas. We need bursaries, jobs. 70% of the employees in the factories should be the locals.”

Source: Respondent Five (2019)

Others however felt that they didn't have to get involved. They felt that provided the needs were addressed they would be content with the companies.

“It is not a must to ask us. They should set up dispensaries, make roads and educate children. They should employ citizen. Many have finished schooling. They are just here.”

Source: Respondent Twelve (2019)

On matters of community participation, The United Nations (2009) is also in tandem with the view that the involvement of a society in the solving of their problems will lead to sustainable livelihoods. The key purpose should be working with communities that experience disadvantage, enabling them to collectively identify needs and rights of the intended beneficiaries so as to take action to meet those needs. Cheruiyot (2016) also views CSR in Kenya as one should be shaped by the society by which it is intended to benefit as the challenges each society faces will be unique. The stakeholder theory also identifies the importance of the community as a stakeholder that should be involved in the decision making process.

For CSR to make an impact in the local community such as the pastoralist society in Kitengela, it needs to be locally owned and channeled to specific societal needs if it is to make a significant contribution in solving community problems and improve their livelihoods.

The respondents identified various key areas they would like addressed by CSR in Kitengela Ward, and of great importance, they highlighted roads, healthcare facilities, employment opportunities, substitution and sponsorship in education, and planting trees among others. The respondents hence had various recommendations to the cement companies to ensure that their livelihood security was improved through CSR. They insisted on investment in healthcare, construction of roads preferably tarmacking it, enhancement of dust control measures, youth employment and investment in education among others as presented below:

“Construction of hospitals, schools should be provided in good numbers, and employ the community members”

Source: Respondent Four (2019)

“They should ensure that the dust does not get into the houses because it is the dust that causes infections. Roads should be watered and maintained.”

Source: Respondent Seven (2019)

From the above, it can be noted that their main areas of concern that they would wish addressed by CSR are education, health, roads, water, environmental conservation, employment and development in the area.

1.7 Recommendations of the Study

Based on the findings and the conclusions, the study therefore recommended that:

There should be a policy that determines how CSR should be carried out so that indigenous communities benefit from developmental projects that tend to disrupt their way of life. This should be in terms of how much should be given back to host communities especially where natural resources are exploited.

Cement companies should partner to find ways on how they can implement programs in the area as it is the host community of a majority of cement companies in the country. They can also adopt zoning systems where they assign sectors to focus on in consultation with the local community.

The community should present their interests as to the areas they would wish addressed through their leaders and representatives and areas of concern. This will also ensure interventions are adopted on environmental degradation caused by extraction activities.

Recommendations for Further Research

In light of the fact that the study was limited to Kitengela Ward and cement manufacturing companies, this study therefore recommends further studies in other organizations implementing various CSR projects in the area and across the country.

Further, studies can delve deeper into CSR policy guidelines as well as suggest how to improve CSR in the country so as to positively impact livelihoods of indigenous communities. This may also be on internal policies on effective implementation of CSR projects.

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