

Interventions And Implications For Sustainable Development With Corporate Social Responsibility Of Mncs In India

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Abstract

Worldwide organizations work with public support have now become an ethical aspect of repaying the public. Social organizational roles have become an integral aspect of organizations. According to the law rules, businesses are expected to invest a fixed proportion of their income on society, since their company is made profitable by supporting society. The program can be evaluated by stakeholders as well as the citizens involved in corporate Social Responsibility (CSR) activities. The personnel involved in the activities of CSR would evaluate the success of the program from a layman's point of view. In this study researcher analyses effects of CSR programs by the employees who engage in CSR activities on stakeholders' sustainable growth. CSR programs give the company a reputation, which turns to its industry rivals as a competition. This plan establishes a good relationship between the community and the business. Most CSR activities can be carried out by conserving the environment, improving skills , education, programs for unemployed young people, farmers, poverty, preserving culture and heritage, etc. If the success of the CSR initiatives is done in the right manner, the success of the initiatives will provide the stakeholders and event with a very good insight. The study is important to know if the budget for these projects has been streamlined for the stakeholders to make a meaningful contribution towards sustainable community growth as a whole

Keywords: Corporate Social Responsibility, Sustainability, Development , Society

I.INTRODUCTION

Corporate social responsibility is regarded as a business model. The CSR strives to have a positive impact on its community members, workers, villagers, customers etc. It is also a tool to help the organization achieve its target. The strategic consequences of corporate social responsibility have been given greater attention by academics and managers in recent years. The study is important to know if the budget for these projects has been streamlined for the stakeholders to make a meaningful contribution towards sustainable community growth as a whole. CSR has been used by businesses and organizations as a constructive and profitable business model. The principal principle behind this obligation is that a company is thriving with the common man 's help. CSR allows the organization to carry out the strategic plans for stakeholders. It also provides a position to adhere to labor standards. Since employees are involved in the CSR activities process, employees are involved in the operations of the company. Therefore, CSR is seen as a sign of thankfulness towards society. CSR is consistent with the organization's business model. The businesses make self-regulatory laws to oversee the activity of CSR at the organizational level. This leads to limited government governance of the job. The key benefits of CSR are that it is a self-acting business plan that needs no oversight in the way programs run. The company's CSR activities earn them a good image in the eyes of society. The CSR

policies pose environmental issues instead of decreasing waste and taking up environmentally-friendly goods and processes. CSR is often concerned with society in times of pandemics or in times of extreme needs, such as during natural disasters. CSR also provides an opportunity to promote a brand recognition and a positive brand image. CSR programs give the company a reputation, which turns to its industry rivals as a competition. This plan establishes a good relationship between the community and the business. Most CSR activities can be carried out by conserving the environment, improving skills, education, programs for unemployed young people, farmers, poverty, preserving culture and heritage, etc. If the success of the CSR initiatives is done in the right manner, the success of the initiatives will provide the stakeholders and even t with a very good insight. The business, if not, then the ways to mitigate the negativity can also be taken into consideration by the organisation.

II. REVIEW OF LITERATURE

Corporate Social Responsibility if successfully implemented will effectively help in achieving the company's mission. The study conducted by Cary A Greenwood (2017) CSR activities helps to get a positive effect on CSR goals. The societal activities of small and medium sized companies is based on their cost is Benefit Analysis. Small Corporation always struggle for more reputation and minimization of risk. In such a situation, CSR comes as hope for these companies. Large companies have so many resources for implementing CSR activities (Nigel Sarbutts (2003). A study conducted by Douglas and Emily (2011) emphasized that in order to survive fast growing and competitive business environment, the companies had to inculcate business innovations and CSR was one of the initiatives chosen. According to Bendell (2005), since there was no definite definition for CSR, concept was closely worked on as creating a business model and managing it effectively to make a good reputation and positive impact on the society. In the research done by Berkhout (2005), he stated that CSR is regarded as an element for increasing profit in the competitive business world. Hence most of the companies started on with CSR with profit making in mind. Campbell (2007), in his study came to the conclusion that customers feel that the organisation is concerned about their needs by the implementation of CSR initiatives. Hence the customers also resort to the buying of the particular company's products in turn of increasing the company's profits.

III. NEED AND SIGNIFICANCE OF STUDY

CSR is a present trending topic throughout the world. Since in the fast moving society, every Company needs to have proper recognition. In order to overcome the competitors in the market and recognition the organization started to share certain percentage of their profits to the society. Hence each and every employee in the company need to know about the activities they are doing as part of CSR. The organisation also needs to analyse the effectiveness of CSR programme in the society and also the participation of its employees in the activities. The awareness of the employees will lead to innovative ideas for enhancing the CSR activities for the benefit of the common people. The researcher has made efforts to analyse the extent to which the employees have knowledge and involvement in CSR activities.

IV. RESEARCH METHODOLOGY

The researcher used descriptive study in this project. The study helps in describing the characteristics of the variables. The researcher used questionnaire for the data collection as primary tools for the collecting the data focus on corporate social responsibility The first part deals with personal data, the second part deals with various dimension of corporate social responsibility and the last part deals with management systems. Population is the totality of all the observation of a

statistical enquiry. The total population of the study in Field Fresh Food Private Limited is 420. The Field Fresh Private Limited is an MNC which caters for the community through sustainable initiatives that are mainly focussed on Farmer development and students educational upliftment. The researcher considered the employees of field fresh food private limited, Hosur, Tamil Nadu for the study. The sampling design used in this study is Simple Random Sampling and fifty five respondents are being taken into consideration.

V. RESULT AND ANALYSIS

The study was taken up to know the effectiveness of the CSR activities. The main focus is given on the knowledge of the respondents about the CSR initiatives in the company and the effectiveness of implementing the initiatives. The details have been shown about under what heads the investment is done by companies on CSR initiatives.

Table 1: Involvement of CSR activities

Activities	Responses		
	Yes	Partially	Not
Aware on structure of CSR activities	96.7	7.3	0.0
Participatin in CSR Activities	92.7	5.5	1.8
Impact of CSR Activities	87.3	7.3	5.5

Table 1 shows that involvement of employees for the CSR initiatives. 96.7 % of the respondents agreed the company have CSR structure and 7.3 % of the respondents has said that its part of the company. Nearly 92.7 percent of the respondents agreed the company are participating in CSR activities and 5.5 percent of the respondents has said that its part of the company and 1.8 percent of the respondents don't know about CSR . And 87.3 percent of the respondents agreed the company is analysing impact of CSR activities and 4 percent of the respondents has said that its part of the company and 5.5percent of the respondents don't know about impact of CSR.

Table- 2: Community Investment of the Respondents

Title	Yes/No	Frequency	Percent
Education	Yes	54	98.2
	No	1	1.8
	Total	55	100
Helping The Unprivileged	Yes	52	94.5
	No	3	5.5
	Total	55	100
Local Heritage	Yes	-	-
	No	55	100
	Total	55	100
Youth Development	Yes	46	83.6

	No	9	16.4
	Total	55	100
Poverty Alleviation	Yes	37	67.3
	No	18	32.7
	Total	55	100
Working For Disability	Yes	55	100
	No	-	-
	Total	55	100
Conversation Of Nature	Yes	54	98.2
	No	1	1.8
	Total	55	100
Games And Sports	Yes	55	100
	No	-	-
	Total	55	100
Promotion Of Culture	Yes	49	89.1
	No	6	10.9
	Total	55	100
Support To Local Community	Yes	53	96.4
	No	2	3.6
	Total	55	100
Community Investment Initiatives	Yes	2	3.6
	No	53	96.4
	Total	55	100

Table 2 is regarding the community investment done by the company. It shows that 98.2 percent of the respondents agreed the company provide education facilities support and 1.8 percent of the respondents has not agreed to the point. Majority, ie, 94.5 percent of the respondents agreed that the company is helping the unprivileged and 1.8 percent of the respondents has not agreed on the point. 100 percent of the respondents have the opinion that investment is not done for local heritage. 83.6 percent of the respondents have the opinion that the CSR initiatives are for youth development while 16.4 percent of the respondents do not agree with this. The table shows that more than half 67.3 percent of the respondents agreed the company provide initiatives for poverty alleviation and 32.7 percent of the respondents did not agree. 100 percent of the respondents feel that initiatives are also taken for creating facilities for the physically challenged. 98.2 percent of the respondents agreed the company is concentrating on conversation of nature and 1.8 percent of the respondents did not agree. 100 percent of the respondents agreed the company conducted games and sports program. More than half i.e, 89.1percent of the respondents agreed the company promote culture and 10.9 percent of the respondents did not agree on the point. 96.4 percent of the respondents agreed that the company support to the local community and 3.6 percent of the respondents has did not agree about the point. 96.4 percent of the respondents did not agree and 3.6 percent of the respondents agreed that the company taking is investing for the community investment initiatives.

Table- 3: Providing Resources for the Community

Providing Resources	Frequency	Percent
Money	34	61.8
volunteers	18	32.7
loans	3	5.5
Total	55	100

From table 3 it can be summarised that 61.8 percent of the respondents agreed that the company provide the monetary benefits for the people and 32.7 percent of the respondents have the opinion that the company support the community by the volunteers and 5.5 percent of the respondents said the company provide loans to help the people.

Table- 4: Program For the Employee

TITLE	Yes/No	FREQUENCY	PERCENT
HEALTH	Yes	53	96.4
	No	2	3.6
	Total	55	100
EDUCATION	Yes	55	100
	No	-	-
	Total	55	100
TRAININIG	Yes	52	94.5
	No	3	5.5
	Total	55	100
COUNSELING	Yes	49	89.1
	No	6	10.9
	Total	55	100
PRESERVATION PROGRAMMES	Yes	-	-
	No	55	100
	Total	55	100

Table 4 shows that 96.4 percent of the respondents agreed that the company provide medical and health facilities and 3.6 percent of the respondents did not agree with the point. All the respondents agreed that the company provided education facilities for the community. 94.5 percent of the respondents agreed that the company provide training for going on with the activities and 5.5 of the respondents has not agreed to the point. 98.2 percent of the respondents agreed and 10.9 percent of the respondents did not agree that the company provide counselling session for employee on CSR. All the respondents have the opinion that the company do provide preservation programmes.

Table- 7 CSR Award

Award For CSR	Frequency	Percent
Yes	51	92.7
No	4	7.3
Total	55	100

Table 7 shows that 92.7 percent of the respondents agreed that the company as acquired awards for the CSR initiatives and 7.3 percent of the respondents has not agreed to the point.

Table-8 Community Welfare

Community Welfare	Frequency	Percent
Satisfactory	2	3.6
Excellent	25	45.5
Outstanding	28	50.9
Total	55	100

Table 8 shows that 50.9 percent of the respondents agreed that the company provide outstanding welfare facilities for community, 45.5 percent of the respondents agreed the company provide excellent welfare facilities and 3.6 percent of the respondents were satisfied with the welfare facilities for community.

Table-9 Sponsoring For Community

Sponsoring	Frequency	Percent
Very bad	1	1.8
Satisfactory	2	3.6
Excellent	1	1.8
Outstanding	51	92.7
Total	55	100

Table 9 shows that 92.7 percent of the respondents agreed that the company outstandingly sponsored for community and 3.6 percent of the respondents were satisfied about the company sponsoring to the community.

Table -10 Special Working Hours for CSR

Working Hours	Frequency	Percent
Yes	52	94.5
No	3	5.5
Total	55	100

Table 10 shows that 94.5 percent of the respondents agreed that the company provide specific working hours for CSR related work and 5.5 percent of the respondents did not agree on the point. From the above tables and interpretations, it is analysed that more than 90 percent of the

employees are aware about CSR programmes and activities done as part of the CSR initiatives. Also 90 percent of the employees are participating in the CSR programmes of the company. The company is concentrating on the CSR programmes in which the beneficiaries are children and farmers. The employees of the company are much satisfied with the sustainable initiatives done by the company.

VI. SUGGESTIONS AND CONCLUSION

Promotion of CSR activities can be done through social media. A further study may focus on the other variables like organisational climate, company's status in society etc. To increase the awareness level of employees about CSR activities, the details about CSR, its programmes and activities can be included in the employee handbook or HR Manual of the company. The employees themselves can form voluntary groups for the various CSR activities in the department or organization level. CSR is a key concentration areas of organizations. More importance is to be given to the CSR activities in the company. The key areas of concerns are the environment protection and the social well being of the people of the society both now and in the future.

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