

Effective Corporate Social Responsibility through Sustainable Initiatives

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Abstract - The organisations worldwide are operating with the support of the public. It has now become a ethics of these organisations to pay back to the public. The Corporate Social Responsibility has become an important part of organisations. As per the guidelines in Law, the corporate are required to spend a fixed amount of their profits for the society, as their venture is made a success by the help of society. The initiative can be assessed through the stakeholders and also the people associated with the CSR activities. The employees involved in the CSR activities would be the people would be analysing the effectiveness of the programme from a layman point of view. The researcher in this study is analysing the Impact of Initiatives of the company's CSR activities through the employees involved in the CSR activities for the sustainable development of the stakeholders.

Keywords: Corporate Social Responsibility, CSR initiatives.

I.INTRODUCTION

Corporate Social Responsibility is being considered as a business model. CSR tries to achieve a positive effect on their stakeholders who would be community, employees, villagers, consumers etc. CSR is also a tool to make the corporate work towards the attainment of its mission. In recent years, scholars and managers have devoted greater attention to the strategic implications of Corporate Social Responsibility. The need of the study is to know whether the budgeted amount for these initiatives are been streamlined to the stakeholders to make a positive effort towards sustainable development of the community as a whole. CSR have been seen as a positive and successful business model among the companies and organisations. The main concept behind this responsibility is that a business flourishes with the support of the common man. CSR helps the business in fine tuning the Stakeholders involved in the business plans. It also creates a venue of being in line with labour standards. Since there is the participation of the employees in the process of CSR activities, there is employee engagement in the workings of the company. Hence CSR is regarded as something to give back as a token of gratitude towards the society. CSR is being aligned with the business model of the organisation. The corporates are making self regulatory laws to govern the working of CSR at the organisational level. This leads to minimal governance of the work from the Government level. The main advantages of CSR are that it is a self acting business plan which requires low amount of supervision on the working of the programmes. The CSR activities organised by the corporate give them a positive reputation in the eyes of the society. The CSR initiatives raise a concern towards the environment in lieu of which the wastages are reduced and environmental friendly products and process are taken up. CSR also develops a concern for society at the times of pandemic or at times of severe needs like during the times of natural calamities. CSR also gives a scope for giving an awareness of the brand and a good brand image too. CSR initiatives give an advantage of reputation for the organisation, which turns as a competition to its competitors in market. This plan develops a good relation between the community and the corporate. Most

of the ways to route CSR activities can be environmental conservation, skill development, education, programmes for unemployed youth, farmers, poverty, preserving culture and heritage etc. When the success of the CSR initiatives are carried out in the right path, the effectiveness of the initiatives would have a very positive insight for the stakeholders and also 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 conservation 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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