

## **A STUDY OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AT COWMA MILKPRIVATE LIMITED, KOZHINJAMPARA, KERALA**

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### **ABSTRACT:**

Corporate social responsibility refers to the company's commitment to function in an economically, socially, and environmentally sustainable manner which is transparent, ethical, and rewarding. This study the researcher has attempted to investigate the practices of Corporate Social Responsibility in Cowma Milk Product, Kozhijampara. The effort of the investigation is to provide a descriptive of the respondents on the dimensions helped the researcher to portray the Corporate Social Responsibility. Objectives of this study are to study socio demographic variables of the respondents, to study the awareness among the employees about the CSR of their organization and to suggest suitable measures for improving CSR. Descriptive research design is used to conduct in this research study. The total of 60 respondents were selected from the universe by Simple Random Sampling using lottery method. Primary and secondary method used for data collection. This study is an attempt to identify the awareness level among the employees about the CSR of their organization and to provide suitable measures for improving CSR.

**KEYWORDS:** Corporate Social Responsibility (CSR), Stakeholders, Sustainable growth, CSR strategy

### **INTRODUCTION**

Corporate Social Responsibility (CSR) is that a company should play a positive role in the community and consider the environmental and social impact of business decisions. It is closely linked to sustainability – creating economic, social, and environmental value – and ESG, which stands for Environmental, Social, and Governance. All three focus on non-financial factors that companies, large and small, should consider when making business decisions. In the last twenty years, there has been a sea change in the nature of the triangular relationship between companies, the state and the society. Corporate social responsibility is a form of corporate self-regulation

Integrated into a business model. Essentially, CSR is the deliberate inclusion of public interest into corporate decision-making, and the honoring of a triple bottom line: people, planet, profit. Employees believe in the importance of their organization's CSR initiatives, and as a result, they are even more committed to their organization.

### **REVIEW OF LITERATURE**

**Harvard University (2000)** Eleven year Harvard University study that found stakeholder balanced companies (Stakeholders include owners, creditors, customers, suppliers etc...) showed four times the growth rate and eight times the employment growth when compared to

companies that are shareholders only focused. So the CSR helps the companies to attain sustainable growth.

**Joshua D Margolis (2002)** Organisations could be even stronger if the increasing focus on economic performance were accompanied by comparable attention to the impact organisations have on human welfare on society.

**Jonathan Schwartz, (2007)** Corporate Social Responsibility helps the corporate through innovating in the creation of responsible and sustainable solution and to participating with communities and organisations to enable the sharing of knowledge and technologies for positive social and environmental impact which delivers positive result for customers, employees, shareholders, partners and communities and to reduce the impact on global climate change which also promote a sustainable and responsible approach that create value for all our stakeholders.

### **Objectives of This Study**

- To study socio demographic variables of the respondents.
- To study the awareness among the employees about the CSR of their organization.
- To suggest suitable measures for improving CSR.

### **RESEARCH METHODOLOGY**

The effort of the investigation is to provide a descriptive of the respondents on the dimensions helped the researcher to portray the Corporate Social Responsibility. Further the researcher has explored the association between the various variables of the study. Hence for this study a Descriptive Research design was used. The total of 60 respondents were selected from the universe by Simple Random Sampling using lottery method and used questionnaire method to collect the primary source of data.

### **FINDINGS**

- Majority of the respondents (70%) are aware about CSR program of their organisation remaining respondents are not aware about the same.
- Majority of the respondents (65%) are male belong to the age group between 25 to 34 years.
- Majority (64%) of the respondents are residing in semi urban area.
- Majority of the respondents (58%) had below five years of experience in the organisation.
- Half of the respondents (50%) are aware about CSR initiatives of their organisation and its benefits.

### **SUGGESTIONS**

- Companies may conduct an opinion survey on their primary stakeholders to know more about their expectation from the company accordingly they can design their CSR strategy.
- Before telecast or being published the advertisements of the companies may be approved

by their CSR committee. The committee may examine the impact of such advertisements on different section of society.

- Ethical code of conduct may be framed and practiced at every level of the organisation.
- Managerial executive of the companies may incorporate social and environmental responsibilities in addition to the existing practice of economic responsibility towards their stakeholders.
- Companies may appoint professional social workers as a member of their CSR committee to assess the impact of their practices on social and individual behaviors.

## DISCUSSION AND CONCLUSION

Most important thing about social responsibility of business is the willingness and interest of corporate sector to accept and recognize their impact on society. This will automatically create a sense of responsibility. When they fail in doing so, the social expectations make them fulfill their obligation towards society. Corporate may ignore their impact on society in short run but society never ignore such impacts. This gradually converts into social pressure and this social pressure indeed that leads to the evolution of CSR. CSR should not be just charity by the corporates but it should be the culture imbibed in every activity and employees of the company. Corporate social responsibility should be imbibed in the core values, vision and mission of organisation.

## References

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