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**VALUES AND BENEFITS OF CSR IN GLOBAL ERA -
A STUDY WITH REFERENCE TO TATA COFFEE IN JAYAMANGLAM THENI DISTRICT**

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Corporations around the world are struggling with a new role, which is to meet the needs of the present generation without compromising the ability of the next generations to meet their own needs. Organizations are being called upon to take responsibility for the ways their operations impact societies and the natural environment. They are also being asked to apply sustainability principles to the ways in which they conduct their business. Sustainability refers to an organization's activities, typically considered voluntary, that demonstrate the inclusion of social and environmental concerns in business operations and in interactions with stakeholders. To understand and enhance current efforts, the most socially responsible organizations continue to revise their short- and long-term agendas, to stay ahead of rapidly changing challenges. Corporate responsibility or sustainability is therefore a prominent feature of the business and society literature. Management education can be an important source of new ideas about shifting toward an integrated rather than fractured knowledge economy. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, CSR-focused businesses would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. CSR is the deliberate inclusion of public interest into corporate decision-making, and the honoring of a triple bottom line: people, planet, profit. Some of the drivers pushing business towards CSR are the shrinking role of government, Demands for greater disclosure, increased customer interest, Growing investor pressure, Competitive labour markets, Supplier relations. Some of the positive outcomes that can arise when businesses adopt a policy of social responsibility are Company benefits, Benefits to the community and the general public, Environmental benefits. So the researcher made an attempt to study the Attitude of the respondents towards the CSR initiatives of Tata Coffee in Jeyamangalm at Theni Dt

Key words: Corporate Social Responsibility, Benefits of CSR

Introduction

The term "corporate social responsibility" came in to common use in the early 1970s, after many multinational corporations formed. Corporate responsibility or sustainability is a prominent feature of the business and society literature. Management education can be an important source of new ideas about shifting toward an integrated rather than fractured knowledge economy. The term is often used as a framework for measuring an organization's performance against economic, social and environmental parameters. The rationale for CSR has been articulated in a number of ways. In essence it is about building sustainable businesses, which need healthy economies, markets and communities.

The important facts for CSR are:

1. **Enlightened self-interest** - creating a synergy of ethics, a cohesive society and a sustainable global economy where markets, labour and communities are able to function well together.
2. **Social Investment** - contributing to physical infrastructure and social capital is increasingly seen as

a necessary part of doing business.

3. **Transparency and trust** - business has low ratings of trust in public perception. There is increasing expectation that companies will be more open, more accountable and be prepared to report publicly on their performance in social and environmental arenas
4. **Increased public expectations of business** - globally companies are expected to do more than merely provide jobs and contribute to the economy through taxes and employment."

Drivers Pushing The Business Towards CSR: Corporate social responsibility (CSR) promotes a vision of business accountability to a wide range of stakeholders, besides shareholders and investors. Key areas of concern are environmental protection and the wellbeing of employees, the community and civil society in general, both now and in the future. Traditional views about competitiveness, survival and profitability are being swept away. Some of the drivers pushing business towards CSR include:

1. **The shrinking role of government:** In the past, governments have relied on legislation and regulation

to deliver social and environmental objectives in the business sector. Shrinking government resources, coupled with a distrust of regulations, has led to the exploration of voluntary and non-regulatory initiatives instead.

2. Demands for greater disclosure: There is a growing demand for corporate disclosure from stakeholders, including customers, suppliers, employees, communities, investors, and activist organizations.
3. Increased customer interest: There is evidence that the ethical conduct of companies exerts a growing influence on the purchasing decisions of customers. In a recent survey by Environics International, more than one in five consumers reported having either rewarded or punished companies based on their perceived social performance.
4. Growing investor pressure: Investors are changing the way they assess companies' performance, and are making decisions based on criteria that include ethical concerns. A separate survey by Environics International revealed that more than a quarter of share-owning Americans took into account ethical considerations when buying and selling stocks.
5. Competitive labour markets: Employees are increasingly looking beyond paychecks and benefits, and seeking out employers whose philosophies and operating practices match their own principles. In order to hire and retain skilled employees, companies are being forced to improve working conditions.
6. Supplier relations: As stakeholders are becoming increasingly interested in business affairs, many companies are taking steps to ensure that their partners conduct themselves in a socially responsible manner. Some are introducing codes of conduct for their suppliers, to ensure that other companies' policies or practices do not tarnish their reputation.

The positive outcomes that can arise when businesses adopt a policy of CSR include:

1. **Company benefits :** Improved financial performance; Lower operating costs; Enhanced brand image and reputation; Increased sales and customer loyalty; Greater productivity and quality; More ability to attract and retain employees; Reduced regulatory oversight; Access to capital; Workforce diversity; Product safety and decreased liability.
2. **Benefits to the community and the general public:** Charitable contributions; Employee volunteer programmes; corporate involvement in community education, employment and homelessness programmes; Product safety and quality.

3. **Environmental benefits:** Greater material recyclability; Better product durability and functionality; Greater use of renewable resources. Integration of environmental management tools into business plans, including life-cycle assessment and costing, environmental management standards, and eco-labeling.

Objective : To Study about the Attitude of Respondents towards CSR Initiatives of TATA Coffee in Jeyamangalam Theni District

Tata Coffee's Instant Coffee Division is India's first export-oriented soluble coffee manufacturer. The company has three 100 per cent EOU (Export Oriented Units) Instant Coffee manufacturing units at two locations, Toopran near Hyderabad and at TATA Coffee in Jeyamangalam Theni District near Madurai. Tata Coffee's soluble coffee plants use modern technologies to give its consumers the best product their money could buy. The division has an excellent record of awards and recognitions. Recent achievements include top exporter of soluble coffee from India to Russia and CIS countries and second largest exporter of Instant coffee from India.

In keeping with its commitments, the Company, as ever is focused on the welfare of its employees. As a socially responsible organization, the company aims to help the people to enrich their lives. It helps its employees and their families and also it focus its attention on the weaker sections of the society, particularly, the people below the poverty line in important aspects like health, education, community development and women empowerment. .

The following CSR programmes undertaken by Tata Coffee at Jeyamangalam to adhere to its CSR policy

1. **Community Development:** a) A community hall was built by TATA Coffee Ltd at Muthalakkampatty. It was built as it was very much necessary for them to conduct meeting and marriage functions. b) Tata Coffee took initiative to register all the villagers for Adar card (National Identity Card). It collected the details and make necessary steps for the speedy issues of cards.
2. **Education :** a) The regular CSR practice of Tata Coffee Jeyamangalam is provided uniforms ,shoes and books to the students of Government Higher Secondary School, b) The deserving students were identified by the team members and provided the needy help for their higher education
3. **Health care :** a) A free Medical Camp is conducted every Year in and around Jeyamangalam , and the public were given necessary medical advice and the follow up was also done . b) At regular intervals Eye camp is conducted with the collaboration of nearby Eye Hospitals for the visually challenged persons . Tata Coffee make necessary arrangement for insulation

three RO plants at Government Higher secondary school and One RO plant at Orphanage at Lakshmpuram paved the way for healthy environment for their development.d) Blood donation camp is also conducted at frequent intervals. e) Ointments, Vitamin Tablets were given by them to the needy patients

4. **Women's welfare and their Empowerment :** a) At regular intervals women entrepreneurship training programme is given in and around Jeyamangalam to make them self employed. b)Economically backed women ,widows, destitute ,old age women were given the needy cloths like Saris at concessional rates.
5. **Sports :** Sports and games were conducted for youth

and for school students to improve their personality

Methodology

This study involves the collection of data both from primary and secondary sources. Interview schedule was used to collect the primary details. Website, journals, books and reports forms the secondary source of collecting the data. An analysis is made by Grouping the entire CSR activities under various heads Viz., Community development ,Environment, Health care, Women Empowerment ,Sports and Education. Statistical tools like mean, percentages, and Likert's scaling techniques were used

Table-I Level of Satisfaction of the respondents towards CSR facilities of TATA Coffee

The above table shows that the CSR Facilities of TATA

Level of satisfaction	Score	No of Sample respondents
High	2.34 to 3.67	34(68%)
medium	1.33 to 2.33	12(24%)
low	3.68 to 5.00	4(08%)
Total		50 (100%)

COFFEE unit of Jeyamangalam reached the public at greater level as high level of satisfaction was scored as 68%.

Table-II Respondent's attitude towards CSR facilities of TATA Coffee

The above table shows the attitude of the public towards

the CSR facilities of Tata Coffee unit at Jeyamangalam Theni District. The CSR facilities which were grouped under Community development were secured Rank 1. It was followed by Health Care (Rank2), Education (Rank 3), Women empowerment (Rank4), Environment (Rank5), and Sports & games (Rank6).

Factors	Mean	Rank
Environment	3.06	5
Community development	3.72	1
Health care	3.40	2
Women Empowerment	3.10	4
Sports & games	3.02	6
Education	3.30	3

Conclusion

The concept of corporate social responsibility is now firmly rooted on the global business agenda. But in order to move from theory to concrete action, many obstacles need to be overcome. There will be increased costs to implement CSR, but the benefits are likely to outweigh the costs. Any business had a responsibility to the community. Because, the business is allowed as when the business supports the community the community supports the company back. The corporate should not focus on increasing the share value alone, but it must focus on shared values of their economic benefits among all their stakeholders to have sustainable development. CSR facilities are the catalysts in achieving this objectives.

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