

Corporate Social Responsibility (CSR) and Corporate Shared Value (CSV) For Sustainable Value Creation

- A study on Nestle India Ltd, with special reference to Nanjangud Factory

K.S. MUTHAMMA.

Assistant Professor PG Department of Commerce, MMK & SDM College, Mysore

ABSTRACT

Corporate Social Responsibility is an emerging field which has garnered increased attention in recent years, a development which displays a changing mindset about the role and responsibilities of the for-profit sector. This paper looks at where Corporate Social Responsibility (CSR) is today, who are all the stakeholders. As businesses turn their eye towards the many stakeholders involved in their activities, and the public discovers its role in keeping those with financial power accountable, a field has emerged around the definitions, methods and standards for the relationship between corporate houses and their environments. At this point, the resources now at hand, and the challenges that remain to be confronted.

The first task is to place CSR in the broader context of philanthropy. The root of the word suggests a love for mankind; and the responsibility to share one's possessions with others has been a central component of all major religions for thousands of years.

Recently, vehicles for social investing have emerged which try to apply business principles and venture capital practices to the world of philanthropy. All of these changes have affected the traditional form of the independent foundation, which has begun taking account of new ideas such as those that impose a 'sunset' provision on the life of the foundation or new donors that believe you should "give while you live" and let others do the same for their time. Both of those notions have undermined the traditional wisdom that foundations should guard their assets in perpetuity. Finally, there is Corporate Social Responsibility, a category of organized philanthropy to which we will now turn.

In this regard Nestle India is practicing the concept of "Corporate Shared Value" with a mantra of "for a business to be successful in the long run, it must create value not only for the shareholders but also for society". The study is based on both primary and secondary data about CSV of Nestle India Ltd, with special reference to CSV activities Nanjangud Factory.

KEY WORDS: CSR, CSV, Society, corporate

K.S.MUTHAMMA, Assistant Professor, PG Department of Commerce, MMK & SDM College, Mysore University. Mysore

Date of Submission: 06-10-2020

Date of Acceptance: 20-10-2020

I. INTRODUCTION

Every business unit is having its own objectives. The primary goal of every business is to earn profit and survive for the long run. Whereas the economic objective of business is to produce the required goods and sell them at profit. Business requires Finance, Man Power, Physical resources and Natural Resources etc, from the Society to achieve its Economic goals. As business gets required resources from the society. Obviously, it must give something in return to society. Thus, the concept of CSR was coined after the 1960s.

When the corporate felt about its citizenship in the society. Certainly, it led to the emergence of the concept "corporate social responsibility or social performer activity. The CSR implies the various activities and actions that appear to further some social good, beyond the interest of the firm and that which is required by law." CSR is a process with the aim to embrace responsibility for the company's action and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders. Companies by having CSR activities, they can earn good brand name in the society, thus the corporate can retain the talent and efficient employees and loyal customers as well. The concept of CSR is based on the philosophy of 'share value'. This form creates the key to establishing a symbiotic link between corporations and communities and in taking forward towards growth stories. Thus, the society will reap the fruitful benefits.

Definitions:

According to Business Dictionary: A company's sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship (1) through their waste and pollution reduction processes, (2) by contributing educational and social programs, and (3) by earning adequate returns on the employed resources.

Definition of 'Corporate Social Responsibility ' According to **Investopedia:**

Corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare. The term generally applies to company efforts that go beyond what may be required by regulators or environmental protection groups.

Corporate social responsibility may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company, but instead promote positive social and environmental change.

II. LITERATURE REVIEW

The pace of increase in knowledge moves towards rapid changes. It grows more and more than the passage of time. Therefore, a researcher has to be conscious about the changes and developments in the field of his/her study. For this purpose, the researcher has to survey the available literature like novels, reports, researches, books, articles, newspapers and journals in order to add knowledge in its study. Over the past decades, the concept of CSR has become an important concept in the study of researchers, scholars and industrialists etc. So, the present researchers have made an effort with this review paper for those researchers, analysts and industrialists who are connected with CSR (whether social responsibility, social accounting, social reporting or any other area related to CSR).

Windsor (2001), article examined the future of Corporate Social Responsibility or the relationship between business and society in the long run. The researcher tried to find out whether the organization and society will come closer to each other in future or not and what will be the changing phase of CSR. With the help of history or past trend of CSR, Carroll's model analysis and in global context, the researcher found three emerging alternatives of CSR i.e. conception of responsibility, global corporate citizenship, stakeholder management practices

Nigel Sarbutts (2003), the paper explored the way of doing CSR by small and medium sized Companies. The research depicted a structured approach to managing corporate reputation and profit maximization of SME's through CSR. The societal activities of small and medium Sized companies is based on their cost is Benefit Analysis. Small corporations 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 but SME's have less resources. It can be a barrier for them to stay in the market. So, in that situation by imparting much information, proper utilization of resources, doing well for businesses, SME's can minimize their risk and manage CSR.

Agunis, glovas (2012), Paper entitled "what we know and don'tknow about corporate social responsibility: A review and research agenda" in Journal of management, based on 588 journal articles and 102 books. The study provided a framework of CSR actions which affects external as well as internal stakeholders and outcomes of such actions. The paper also enhanced the knowledge regarding levels, forms of CSR; need to understand CSR with outcomes etc. Further the researcher also suggested a framework of research design, data analysis and measurement for the activities.

Mallen (2012), Future research of CSR in this article the researcher depicted how the trends of CSR have changed from the last so many years. This change has affected both the society and business. The researcher explained three basic things about the changes in trend. These are:

- * Firstly, the relationship between business and society has changed. This is happening because of social and environmental problems around the world. Because of these conditions, business and society came closer.
- * Second, the businessmen's strategy of developing business also affected society a lot. Businesses' new ideas, concepts, developments also came with CSR management that reflects in their product and services.
- * Third, the other parties like outside agencies and firm's own goals also interfere with the firm's activity.

OBJECTIVES OF THE STUDY

1. To study the importance of CSR in the present scenario.
2. To know the legislative enactment and government notification regarding CSR.
3. To analyze how CSR is used by the corporate to attain social citizenship or to be in good books of society.
4. To compare the concepts of CSR and CSV.
5. To examine social performance of Nestle India, Nanjangud towards CSV.

NEED FOR THE STUDY:

Industrial development is very essential for the growth and development of any economy. The raw materials for production are available from the nature and from primary sector. Corporate sectors always concentrate towards profit maximisation at the same sharing a portion of profits for the betterment of society is also expected. Now a day's government has mandated the CSR or using portion of profits for the societal good. Some of the leading organisations are moving one step further to use their part of profits with their partners or the raw material suppliers or it can be called as building sustainable relationship with suppliers of raw materials. Corporate shared value works with this concept. Sustainability is the most important aspect in every sector. Effectiveness of corporate shared value will hold the promise of sustainability of corporate sectors.

FORMS OF CSR

Corporate Social Responsibility (CSR) has undergone significant changes in the past several decades. A perspective on how far the CSR concept has advanced is provided by two examples, one from 1970 and the other from 2002. In the earlier instance, Nobel Prize-winning conservative economist Milton Friedman wrote that 'corporate social responsibility, and the nonsense spoken in its name by influential and prestigious businessmen, does clearly harm the foundations of a free society.' Friedman asserted that the single-minded function of corporate managers is to serve the financial interest of the firms' owners.

CSR consists of the voluntary activities of a company, often at the risk of short-term adverse effects on profitability, but with the expectation of enhanced long-term shareholder value. CSR is intended to produce benefits for society. Unlike in some forms of individual or institutional philanthropy, however, it can be argued that altruism is not the primary motivation. Ultimately, CSR is assumed to be 'good for businesses and good for society.

First, a corporation can set up an independent corporate foundation to receive annual shares of profit or, in some cases, choose to endow the foundation's work. In the United States, of the more than 70,000 foundations of all types, 1,000 are corporate. A number of corporate foundations are emerging in Egypt and around the Arab region. It has been noted that corporate foundations are often professionally managed and tend to have a more formed substantive agenda than independent foundations in general; they can also be more stable than other CSR forms mentioned below.

Second, and perhaps the most prevalent model of corporate social action is to conduct a corporate giving program where each year an agreed upon amount is channelled from the corporation to its social giving program. It is important to note that what is donated might consist of financial assets or it might consist of donations of equipment and supplies. Many prefer this model because it enhances the corporation's control over its giving, but it may also encompass a greater degree of volatility as managers and priorities shift.

A third model (which may be concurrent with the second) is to run a social giving program through the public affairs departments of the corporation. This is where one finds the technique of 'cause-related marketing' most often employed. A sportswear company might sponsor sporting events, or a soap company promotes hygiene awareness. While cause-related marketing aligns the business purpose with the social purpose of a corporation, it tends to be the narrowest approach to CSR and suffers from a growing consumer cynicism about who benefits from the effort.

A fourth CSR approach is to put the philanthropic interests of the corporation's employees at the center of the giving program rather than those of the corporation's senior management. Employee matching gift programs are one such vehicle, where the employee makes the choice and the corporation matches the employee contribution - often two or three-fold. Loaning corporate executives to civil society organizations for a specified period of time is another form in this category. Increasingly in places like the United States, offering employees paid time-off to engage in voluntary civil society activities or provide pro-bono services is necessary to attract and retain the best talent.

A fifth way of engaging in CSR, and the one that is emerging as the currently most favoured way of thinking about social responsibility, is to infuse the values of CSR into the everyday policies and behavior of the corporation itself. For example, a company might agree to voluntarily comply with the standards set up to proscribe forced or child labour. Otherwise attractive business opportunities might be avoided if they had long-term negative impacts for global warming or the local environment. In this understanding of CSR, a corporation could also consider social impacts through the decisions it makes regarding the placement of assets. It could decide to site its plant in a depressed area, using that plant as the cornerstone for revitalizing the area economically. To some, this is the ultimate form of CSR— the integration of business and social purpose. To others, these are purely good business decisions and not CSR at all. As impressive as some of these 'evolved' CSR programs are, it needs to be acknowledged that there are daunting social, environmental and public welfare challenges in today's world that no company acting voluntarily can overcome. Meaningful reductions in greenhouse gases, corrupt business practices, human trafficking, or reliance on fossil fuel depend on the actions of national governments and international bodies, the institutions of civil society as well as the corporate sector.

Nevertheless, the participation of the private sector, with its business skills and assets, is a major step in forming the kinds of partnerships that will ultimately be needed.

CORPORATE SOCIAL RESPONSIBILITY DEBATE

Arguments for:

- Change in public expectation
- Better environment for business
- Balance power with responsibility
- Business has resources
- Prevention is better than cure
- Moral responsibility
- Globalization
- Conflict resolution

Arguments against:

- Profit maximization
- Society has to pay the cost
- Lack of social skills
- Business has power
- Social overhead cost
- Lack of accountability
- Lack of broad support
- Experts views
- Difficult of scaling up

Guidelines for CSR in India:

The government has notified the rules for corporate social responsibility (CSR) spending under the new company’s law, putting in place the much-debated plan aimed at encouraging companies to spend a portion of their profits on projects that benefit society. Under the plan, companies above a certain threshold have to spend 2% of average profit of the previous three years on CSR activities specified by the government, which does not include political funding. Companies that are unable to do so have to give reasons for falling short.

CSR, which is made compulsory under the Companies Act and was passed by parliament, comes into effect from April 1, 2014, The government has amended Schedule VII of the Companies Act of 1956, to include more activities under CSR than what had been defined earlier, but has withdrawn the discretion promised to boards earlier. "CSR will include all the programmes and activities undertaken by the board of directors... subject to the condition that such policy will cover subjects enumerated in Schedule VII of the Companies Act," said the notification by the Ministry of Corporate Affairs.

Areas that have been defined by the government in the CSR policy include eradicating hunger, poverty and malnutrition; promoting preventive healthcare and sanitation.

The policy will also consider measures for the benefit of armed forces veterans, war widows and their dependents, homes and hostels for women and orphans, old age homes, day-care centres and other such facilities for senior citizens as coming under CSR.

All companies with turnover of Rs.1, 000 crore and more - or a net worth of Rs 500 crore and more or net profit of Rs.5 crore and more - will have to spend at least two percent of their three-year average profit every year on CSR activity. From April 1, all 16,245 registered companies have to nominate three members for their CSR committee from their board. Companies cannot do whatever they want and claim it as a CSR activity according to the new law, Under the new rules coming into effect, anything done to the employees is not CSR, it is a human resource activity. Compliance with any rule or regulation is not CSR. Companies should take up this role and voluntarily do it beyond the rule, it is estimated that registered companies in India will spend Rs 20,000 crore on CSR activities alone in 2014 and 2015.

	CSR	CSV
1	Value is to doing work	Value is to economic and social benefits relative to cost
2	Citizenship, philanthropy, sustainable	Joint company and community value creation
3	Discretionary are in response to external pressure	Integral to competing
4	Separate from profit maximization	Integral to profit maximization

5	Agenda is dependent by external reporting and personal preference	Agenda is company specific and internally generated realigns to enter company budget
6	Impact limited by corporate footprint and CSR budget example trade fair purchase	Transforming procurement to increase quality and yield.

COMPANY PROFILE

Nestlé is a multinational packaged food company founded and headquartered in Vevey, Switzerland. It resulted from a merger in 1905 between the Anglo-Swiss Milk Company for milk products established in 1866 by the Page Brothers in Cham, Switzerland and the FarineLactée Henri Nestlé Company set up in 1867 by Henri Nestlé to provide an infant food product. Several of Nestlé’s brands are globally renowned, which made the company a global market leader in many product lines, including milk, chocolate, confectionery, bottled water, coffee, ice cream, food seasoning and pet foods.[1] The company stock is listed on the SWX Swiss Exchange.

Nestlé India Nestlé’s relationship with India dates back to 1912, when it began trading as The Nestlé Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market. After India’s independence in 1947, the economic policies of the Indian Government emphasized the need for local production. Nestlé responded to India’s aspirations by forming a company in India and set up its first factory in 1961 at Moga, Punjab, where the Government wanted Nestlé to develop the milk economy. Progress in Moga required the introduction of Nestlé’s Agricultural Services to educate, advise and help the farmer in a variety of aspects. From increasing the milk yield of their cows through improved dairy farming methods, to irrigation, scientific crop management practices and helping with the procurement of bank loans. Nestlé set up milk collection centres that would not only ensure prompt collection and pay fair prices, but also instill amongst the community a confidence in the dairy business. Progress involved the creation of prosperity on an on-going and sustainable basis that has resulted in not just the transformation of Moga into a prosperous and vibrant milk district today, but a thriving hub of industrial activity, as well. For more on Nestlé Agricultural Services, click here.

Nestlé has been a partner in India's growth for over nine decades now and has built a very special relationship of trust and commitment with the people of India. The Company's activities in India have facilitated direct and indirect employment and provides livelihood to about one million people including farmers, suppliers of packaging materials, services and other goods.

The Company continuously focuses its efforts to better understand the changing lifestyles of India and anticipate customer needs in order to provide Taste, Nutrition, Health and Wellness through its product offerings. The culture of innovation and renovation within the Company and access to the Nestlé Group's proprietary technology/Brands expertise and the extensive centralized Research and Development facilities gives it a distinct advantage in these efforts. It helps the Company to create value that can be sustained over the long term by offering consumers a wide variety of high quality, safe food products at affordable prices.

Nestlé India manufactures products of truly international quality under internationally famous brand names such as NESCAFÉ, MAGGI, MILKYBAR, MILO, KIT KAT, BAR-ONE, MILKMAID and NESTEA and in recent years the Company has also introduced products of daily consumption and use such as NESTLÉ Milk, NESTLÉ SLIM Milk, NESTLÉ Fresh 'n' Natural Dahi and NESTLÉ Jeera Raita.

Nestlé’s business philosophy demands compliance with laws and conventions, and emphasizes the preservation of the environment for sustainable growth. It is the third dimension - the creation of long-term value for both society and stakeholders - that makes it unique. Nestlé calls this 'Creating Shared Value'.

Nestlé is a leading Nutrition, Health and Wellness Company that continues to create economic value for society. With its philosophy of ‘Creating Shared Value’, Nestlé has gone a step further.

‘Creating Shared Value’ goes beyond philanthropy. It also reflects the Gandhian philosophy of trusteeship. Nestle applies the philosophy in a manner that touches all its stakeholders across the value chain: farmers, consumers, communities around its factories, employees, associates, vendors and investors. The ultimate expression is believing in what the endeavour to do is to provide ‘Good Food, Good Life’.

CSV PROGRAMMES OF NESTLE INDIA:

Rural Development

Nestlé’s approach to rural development aims at ensuring thriving farmers and thriving communities while respecting natural capital. They work at both a farm and community level to improve yields, safeguard incomes, contribute investment and make a difference to people’s quality of life

Nutrition

As the world’s leading Nutrition, Health and Wellness Company, they constantly work towards enabling people to consume nutritious diets. Through greater access to safe, high quality, responsibly produced nutritious food and greater knowledge of nutrition and health issues, they strive towards continually creating value for society.

For kids:

The Nestlé Healthy Kids Programme has been developed with a focus to provide nutrition education to adolescents. The objective is to 'create and raise awareness regarding good nutritional practices and cooking methods to enhance the nutritional content of foods and physical fitness among students in village schools'. Education is therefore a powerful tool for ensuring that children understand the value of nutrition and physical activity, and continue leading healthy lives as they get older. Healthy kids programme in India is based on a multi-partnership approach. Six leading regional universities are currently in collaboration with Nestlé to enable joint development and regional customization of the content for local school children. The Nestlé Healthy Kids Programme was launched in India on 07 April 2010, at a Government school in the village Pattikalyana, Samalkha.

Awareness supportive program

Nestlé India has partnered with many respected organizations to support the creation of nutrition awareness in their programmes. They partnered with the Departments of Food Science and Nutrition / Home Science of Universities for their expertise in regional nutrition education for the roll out of the Nestlé Healthy Kids Programme across our factories' communities. In addition, they have also worked in collaboration with the Embassy of Switzerland in India and the Department of Science and Technology (DST) in the Government of India for the initiative – 'Science Express' - to spread nutrition awareness among an audience of about 17,00,000 people across the country since 2009. They are also partnered with the Red Cross Society in India to spread awareness regarding the importance of Nutrition Awareness for HIV / AIDS, and with Drishtee Foundation to promote awareness regarding Micronutrient diseases through Health Camps in the Mathura District.

Coffee:

Nestlé announced the implementation of the NESCAFÉ Plan in India. The NESCAFÉ Plan is a global initiative by Nestlé to bring under one leaf the company's commitment on coffee farming, production and consumption and to help Nestlé further optimize its coffee supply chain. To roll out the NESCAFÉ Plan in India, the first NESCAFÉ coffee 'demonstration' farm and training centre in the Bindhu Estate in Karnataka was inaugurated by Shri Jawaid Akhtar, I.A.S Chairman of the Coffee Board of India; Mr. NanduNandkishore, Nestlé S.A.'s Executive Vice President and Zone Director for Asia, Oceania, Africa and the Middle East; and Mr. Antonio HelioWaszyk, Chairman and Managing Director of Nestlé India.

This first coffee 'demonstration' farm in India is intended to help farmers improve the quality, productivity and sustainability of their crops. Through the demo farm, intend to assist coffee farmers in the states of Karnataka, Kerala and Tamil Nadu to develop their agricultural practices as demand for NESCAFÉ soluble coffee grows in the country. Furthermore, Nestlé's research and development teams aim to provide farmers with high-yielding, disease resistant plantlets suitable for Indian conditions. By working closely with Indian coffee farmers for training and development and ensuring competitive prices, transparency and traceability, they are seeking to source coffee sustainably.

Milk

Nestlé has been a partner in India's growth since 1912, establishing a special relationship of trust and commitment with its people. When Nestlé India set up its first manufacturing plant in Moga in 1961, the local milk economy was virtually non-existent. On the first day, we collected only 511 kgs of milk from 180 farmers. Since then, Nestlé has set up milk collection centres that ensure prompt collection and pays fair prices, transforming Moga into a prosperous and vibrant milk district. By supplying milk to Nestlé, farmers are benefited from the assurance that the collection centers will purchase their entire quantity of milk, however big or small, as long as it meets Nestlé's stringent quality standards. Furthermore, farmers are paid monthly, guaranteeing them a regular income that would not be possible with seasonal crops. Since there is continuous demand from Nestlé for milk throughout the year, their occupations are stable ones, assuring them of long-term relationships and fair prices.

In addition to collecting milk, Nestlé has embarked on a number of other initiatives to support the development of dairy farmers in India.

Sanitation:

One of the main reasons for female student dropouts in rural schools is a lack of basic sanitation facilities. In an effort to promote Universal Primary Education and ensure availability of basic sanitation facilities, Nestlé India sponsors the construction of sanitation facilities (toilets) for female students in village schools around our factories. 37 sanitation facilities have been invested in village communities by Nestlé so far, benefiting over 15,000 female students.

Goal of Nestle India:

The ambition is to produce tasty and nutritious food and beverages that also have the lowest environmental footprint, so we strive to continuously improve our operational efficiency and environmental performance. Through creating and increasing awareness to help preserve the environment, Nestle continually strives to create value for society.

At Nestlé they believe they can make an important contribution to society, not only through corporate social responsibility programmes but by going a step further to create value both for shareholders and for the communities in which they operate. This approach, first developed by Harvard University's Professor Michael Porter and Mark Kramer, is called **Creating Shared Value** or CSV. They argue that the role of the corporation should be re-invented to focus more heavily on the connection between business and societal needs. CSV means that systematically take actions that produce value for the business and directly benefit consumers, employees and suppliers, their families and their communities.

Transparent approach

Today, Creating Shared Value guides their business decisions and influences how they conduct themselves across the globe. It also means they are transparent about all commitments in nutrition, water and rural development, to environmental sustainability and compliance.

NESTLE INDIA-NANJANGUD

Set in the coffee state of Karnataka (70% of the country's produce of coffee comes from Karnataka); 23 km south of Mysore, is the town of Nanjangud, it is also known as a temple town. The town is also an industrial area and is well connected by the local bus and train service.

With its proximity to the green coffee belt and to the large coffee markets of South India, Nanjangud was the ideal place to set up a coffee Unit. Construction began in 1986 and commercial production of Nescafe and Sunrise commenced three years later on March 22, 1989. Every year has seen a steady increase in production and in December 1996, the capacity was expanded with the installation of another line for coffee. Nanjangud Factory has the same **state-of-the art technology** that gives any Nestle factory worldwide an edge over its competitors. Its auto synchronized power generation, which ensures 24 hours power supply, highly sensitive safety systems and sophisticated laboratory equipment make it among the most modern of the Nestle Coffee Manufacturing facilities worldwide. The plant is set to become one of the largest instant coffee manufacturing units in Asia

Nestle India Nanjangud factory is performing the following plans under the concept of corporate shared value (CSV)

1. Safe drinking water plan-under this plan they are constructing drinking water plants in schools. Each plant is costing around 280000. they have completed 16 plants.
2. Sanitation facilities for female kids. In government schools they are constructing these and it costs around 160000 per school.
3. Nestle healthy kids programmes; it is a nutrition programme. They have tied with Mysore University for this program with the food and nutrition department and are conducting 6 weeks training.
4. Rain water harvesting
5. Support for poor meritorious students-two students in three schools.
6. Uniform (white) distribution in nearby schools.
7. Donated plates to have lunch in schools.
8. Nescafe plan- objectives
 - Training for farmers
 - Technical assistance
 - Certification of farms to buy the products
 - Soil testing and fertilizer recommendation
 - Health and safety programs for labors

Findings:

1. CSR is both an opportunity and obligation for corporate houses to share their profit with the society.
2. CSR includes preventive health care sanitation, providing safe drinking water, protection of natural heritage and rural development
3. The present rules are more comprehensive and remove the dilemma in definition and force companies to realign their existing activities to meet them.
4. Nestle India is showing its gratitude to the local community by providing funds and facilities for its developments.
5. Nestle India is not only sharing its profit with the society as responsibility, but also creating value for the stakeholders.

6. Nestle India Nanjangud factory mainly concentrating on safe drinking water projects, sanitation facilities for female kids in government schools, nutrition level of adolescents and technical assistance for coffee growers.
7. People at Nanjangud and Kodagu District (Nescafe Coffee plan) opine that the performance of the corporate Nestle India Nanjangud is appreciable,
8. The schools at Nanjangud are much privileged about the CSV activities of the corporation for installing drinking water plants in their premises.

Suggestions:

1. The survival, growth and image of corporate organizations depends on its various stakeholders. Thus, the corporate must have a comprehensive understanding of the relative importance of each stakeholder.
2. Focus on profit itself is the organizational barrier to social responsibility. Always the shareholders want profit distributed in dividends to be invested to expand production, and employees want higher salary and better working conditions. Instead of their competing claims, all should concentrate on betterment of society.
3. The concept of CSR has taken deep roots in the country for decades. Community development in the blood since time immemorial along with these greater priorities is required for education of the economically weaker section.
4. Nestle India plays a vital role in the various societal development programs under the concept of corporate shared value. There is a need for the support of sports activities.
5. In the present scenario the Government of India focused on mandating the concept of CSR. In the meanwhile, the government must be conscious enough of the positive results in action.
6. corporate social responsibilities are mandated by the government but it has not specified what activities can be performed under this. if the activities are specified then it will help the corporates to perform better.

III. CONCLUSION:

Gone are the days in which corporate houses exist solely to make a profit. while that is still having a top priority, businesses are now focusing a lot on corporate social responsibility, which is also a way where the company deals with the environment and social impacts. Conservation and care for or sustainable use of natural resources is one of the areas which most communities and governments consider as a part of CSR's obligations.

While great strides forward have been made in mapping CSR and establishing means of accountability, there is still much that is unknown in this field as well as many issues that remain controversial and problematic.

This paper discussed this point and it has been most relevant to large-publicly-held corporation.i.e. Nestle India.

Furthermore, there is some evidence that the attempt to limit CSR to a branding exercise is meeting with increasing stakeholder belief. There are many contradictions between the demand for short-term economic indicators of profitability and the long-term value of CSR. There may also be a contradiction between a corporation's CSR policies on the one hand and its continued engagement in harmful business practices on the other hand. Finally, while many corporations are willing to take financial risks in their CSR efforts, they are often quite timid when it comes to supporting even slightly sensitive public policy and advocacy efforts.

Despite the issues which remain to be evaluated and explored, the hopeful and important point which the evidence this paper presents is that its dedication towards the society. Whether operating in a national or an international setting, to ignore the triple bottom line of profitability, social benefit and environmental impact of their work. Going forward, CSR will play a significant role in the fields of business and philanthropy as the mindset around business practices comes to include the responsibility of businesses to their communities and to future generations.Nestle India is going beyond the Corporate social Responsibility by creating the value to its stakeholders under the concept of "Corporate Share Value" to meet the needs of the Society.

REFERENCES:

- [1]. Business Environment-Francis Cherinilam,Himalaya Publishing House,20th edition,Page number :166-184.
- [2]. Essentials of Business Environment-K.Asathappa,Himalaya Publishing House11th edition,Page number 548-577.
- [3]. Business Environment-Dr.Ravindra Saini, Global Vision Publishing House, New Delhi,1st edition,Page number :242-259.
- [4]. Business Environment-Suresh Bedi.Excel Books.1st edition,Re-printed 2011)Page number :69-82.
- [5]. Business environment – R. V Badi
- [6]. Cites Visited:
- [7]. www.mallenbaker.net
- [8]. www.wikipedia.com
- [9]. www.businessdictionary.com
- [10]. www.investopedi.com
- [11]. www.nestle.in