

**CHAPTER VI**  
**FINDINGS,**  
**CONCLUSIONS &**  
**SUGGESTIONS**

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# **CHAPTER-VI**

## **MAJOR FINDINGS, CONCLUSION AND SUGGESTIONS**

### **6. Introduction**

In the ever-changing markets, Globalization and liberalization, the concept of CSR can't be ignored by the corporate firms. By keeping in mind the changing market scenario various organizations have to change their understanding of corporate social responsibility as per their policies of CSR. The primary purpose of this study is to understand the perspectives of all stake holders of Amul dairy for corporate social responsibility. The survey was conducted among the stakeholders about their perspectives regarding contribution of corporate social responsibility in areas such as, health related activities, training related activities, environmental awareness programs and livestock breeding.

The findings show how employees define CSR from the organization's perspective. The results indicate positive attitude of stakeholders of Amul Dairy regarding the role of CSR in relevance with Brand image, quality of life, and local needs of community, productivity of the organization, various marketing strategies of the organization, sustainability, ethical values and contribution to environmental programs. It was also derived that relevance of corporate social responsibility with corporate governance makes a difference in the growth and stakeholders' understanding of corporate social responsibility. In conclusion, the findings of this study provide insights into an area of growing concern of firms towards society. Various organizations have been doing great effort for the achievement of business goals as well as their understanding and implementation of various CSR activities for the benefit of society.

## **MAJOR FINDINGS:**

The area wise main findings of the study are as follows.

### **6.1 SOCIO – ECONOMIC BACKGROUND:**

- Age's wise distribution of the respondent shows that majority numbers of Respondents were in the age group of 25 to 35.
- Regarding the gender wise distribution of the respondents it was found that majority of the respondents were male.
- It was found that majority 61.50 % of the respondents were secondary pass.
- Religious Background of the respondents shows that majority of the respondents i.e. 53.25 % were belonging to Hindu religious.
- From the study it was found that 60% of the respondents were married
- The study shows that majority 40% of the respondents were from the general category
- More than 71 % of the respondents were belong to joint family.
- From the study it was found that majority 48 % of the respondents were 4 to 5 family members.
- More than 81 % of the respondents were having their own home for resident.
- Income wise distribution of the respondents shows that majority 34% were in the income bracket of Rs. 5001 to 10000.

### **6.2 HEALTH RELATED PROGRAMMES: AWARENESS, UTILIZATION AND LEVEL OF SATISFACTION**

- It was found that 90.8 % of the respondents have good level of awareness regarding the blood donation camps organized by AMUL as part of CSR.
- The study also shows that 96.6 % respondents felt the utilization of blood donation camps organized by Amul as part of CSR.
- The study also reveals that 75 % of the respondents were satisfied regarding the blood donation camp organized by the AMUL.
- The study also reveals that 87.8 % of the respondents were aware about the hygienic food training programme.
- The study also shows that 65.3 % respondents felt the utilization of hygienic food training programme useful organized by AMUL as part of CSR.
- It was found that 65.3 % respondents were satisfied regarding Amul's Hygienic Food Training programme.

- The result of the study shows that 87.3 % of the respondent's level of awareness was good regarding disaster health program and rehabilitation.
- The study also reveals that 44.8 % respondents had good Utilized of Amul's Disaster Health Program and Rehabilitation.
- The study also shows that 56.8 % respondents had evaluated regarding Amul's Disaster Health Program and Rehabilitation is satisfied activity for them.
- It was found that 95.6 % respondents had good awareness regarding T.B. And DOT's Health checks Programme.
- The result of the study shows that 77.3 % respondents had good Utilized of Amul's T.B. and DOT's Health checks Programme.
- The study also reveals that 78.1 % respondents had very satisfied of Amul's T.B. and DOT's Health checks Programme.
- The study also shows that 94.6 % respondents had good awareness regarding Amul's Health check Programme.
- It was found that 95.4 % respondents had good Utilized of Amul's Health checks Programme.
- The result of the study shows that 71.5 % respondents had evaluated regarding Amul's Health checks Programme is satisfied activity for them.
- The study also reveals that 91.3 % respondents had good Awareness about Safe Delivery Kit Programme.
- The study also shows that 60.3 % respondents had good usefulness of Safe Delivery Kit Programme.
- It was found that 60.8 % respondents had evaluated regarding Strongly Satisfied about Safe Delivery Kit.
- The result of the study shows that 92.6 % respondents had good Awareness about Health Related Programme.
- The study also reveals that 64.8 % respondents had good Utilization of Health Related Programme.
- The study also shows that 64.3 % respondents had evaluated and strongly satisfied regarding Health Related Programme.
- It was found that 96.1 % respondents had good Awareness about Milk Day Celebration Program.

- The result of the study shows that 73.3 % Respondents had Good Utilization of Milk Day Celebration Program.
- The study also reveals that 72.1 % respondents had Strongly Satisfied about Milk Day Celebration Program.
- The study also shows that 93.3 % respondents had good Awareness about Mother and Child Care Programme.
- It was found that 76.8 % Respondents had Good Utilization of Mother and Child Care Programme.
- The result of the study shows that 78.8 % respondents had Strongly Satisfied about Mother and Child Care Programme.
- The study also reveals that 92.1 % respondents had good Awareness about Health Related Social Worker Training program.
- The study also shows that 92.6 % Respondents had Good Utilization of Health Related Social Worker Training program.
- It was found that 70.8 % respondents had Strongly Satisfied about Health Related Social Worker Training Program.
- The result of the study shows that 95.3 % respondents had good Awareness about Primary Health Protection.
- The study also reveals that 96 % Respondents had Good Utilization of Primary Health Protection Program.
- The study also shows that 74.3 % respondents had Strongly Satisfied about Primary Health Protection.
- It was found that 97 % respondents had good Awareness about Family Planning Programme.
- The result of the study shows that 97.3 % Respondents had Good Utilization of Family Planning Programme.
- The result of the study shows that 78.6 % respondents had Strongly Satisfied about Family Planning Programme.
- The study also reveals that 96.3 % respondents had good Awareness about Eye Check Up and Operation Programme.
- The study also shows that 95.4 % Respondents had Good Utilization of Eye Check Up and Operation Programme.

- It was found that 80.3 % respondents had Strongly Satisfied about Eye Check Up and Operation Programme.
- It was found that 94.6 % respondents had good Awareness about Mother Day Celebration Programme.
- The result of the study shows that 95.1 % Respondents had Good Utilization of Mother Day Celebration Programme.
- The result of the study shows that 72.6 % respondents had Strongly Satisfied about Mother Day Celebration Programme.
- The study also reveals that 93.3 % respondents had good Awareness about Food and Nutrition Programme.
- The study also shows that 93.1 % Respondents had Good Utilization of Food and Nutrition Programme.
- It was found that 66.6 % respondents had Strongly Satisfied about Food and Nutrition Programme.
- The result of the study shows that 92.9 % respondents had good Awareness about All Kind of Vaccination Programme.
- The result of the study shows that % Respondents had Good Utilization of All Kind of Vaccination Programme.
- The study also reveals that 67.3 % respondents had Strongly Satisfied about All Kind of Vaccination Programme.

### **6.3 EDUCATION PROGRAMME**

- The study also shows that 87.3 % respondents had good Awareness about Amul's Scholarship Programme.
- It was found that 90.5 % Respondents had Good Utilization of Amul's Scholarship Programme.
- The result of the study shows that 69 % respondents had Strongly Satisfied about Amul's Scholarship Programme.
- The study also reveals that 87.8 % respondents had good Awareness about "Amul's Vidya Shree" Award Programme.
- The study also shows that 89 % Respondents had Good Utilization of "Amul's Vidya Shree" Award Programme.
- It was found that 59.6 % respondents had Strongly Satisfied about "Amul's Vidya Shree" Award Programme.

- The result of the study shows that 88.6 % respondents had good Awareness about “Amul’s Vidya Bhushan” Award Programme.
- The study also reveals that 88.9 % Respondents had Good Utilization of “Amul’s Vidya Bhushan” Award Programme.
- The study also shows that 61.8 % respondents had Strongly Satisfied about “Amul’s Vidya Bhushan” Award Programme.
- It was found that 87.8 % respondents had good Awareness about Amul’s Awareness and Refreshers Training Programme.
- The result of the study shows that 88.6 % Respondents had Good Utilization of Amul’s Awareness and Refreshers Training Programme.
- The study also reveals that 64.3 % respondents had Strongly Satisfied about Amul’s Awareness and Refreshers Training Programme.
- The study also shows that 91.8 % respondents had good Awareness about Balwadi Training Programme.
- It was found that 92.9 % Respondents had Good Utilization of Balwadi Training Programme.
- The result of the study shows that 76.8 % respondents had Strongly Satisfied about Balwadi Programme.
- The study also reveals that 86.8 % respondents had good Awareness about Amul’s Employment Program for Students Programme.
- The study also shows that 88.3 % Respondents had Good Utilization of Amul’s Employment Program for Students Programme.
- It was found that 59.8 % respondents had Strongly Satisfied about Amul’s Employment Program for Students Programme.

#### **6.4 TRAINING PROGRAMME**

- The result of the study shows that 86.6 % respondents had good Awareness about Amul’s Zonal Meeting Programme.
- The study also reveals that 87.6% respondents had Respondents had Good Utilization of Amul’s Zonal Meeting Programme.
- The study also shows that 64.6% respondents had Strongly Satisfied about Amul’s Employment Program for Students Programme.
- It was found that 87.3 % respondents had good Awareness about Amul’s Program Development Review Programme.



- The result of the study shows that 89.9% Respondents had Good Utilization of Amul's Program Development Review Programme.
- The result of the study shows that 68.8% respondents had Strongly Satisfied about Amul's Program Development Review Programme.
- The study also reveals that 89.1 % respondents had good Awareness about Amul's in-house Newsletter Amul's Patrika Programme.
- The study also shows that 70% Respondents had Good Utilization of Amul's in-house Newsletter Amul's Patrika Programme.
- It was found that 70.6% respondents had Strongly Satisfied about Amul's in-house Newsletter Amul's Patrika Programme.
- It was found that 86.5 % respondents had good Awareness about Amul's organize Self Managing Leadership Programme.
- The result of the study shows that 90.3% Respondents had Good Utilization of Amul's organize Self Managing Leadership Programme.
- The study also reveals that 63% respondents had Strongly Satisfied about Amul's organize Self Managing Leadership Programme.
- The study also shows that 86.8 % respondents had good Awareness about Improve the socio-economic conditions by Swarnjayanti Gram Swarozagar Yojana Programme.
- It was found that 89.3% Respondents had Good Use of Improve the socio-economic conditions by Swarnjayanti Gram Swarozagar Yojana Programme.
- It was found that 65% respondents had strongly satisfied about Improve the socio-economic conditions by Swarnjayanti Gram Swarozagar Yojana Programme.
- The result of the study shows that 90.1 % respondents had good Awareness about Loan or Subsidiary loan for buying animal Programme.
- The result of the study shows that 88.6% Respondents had Good Utilization of Loan or Subsidiary loan for buying animal Programme.
- The study also reveals that 63.8% respondents had Strongly Satisfied about Loan or Subsidiary loan for buying animal Programme.
- The study also reveals that 88.8 % respondents had good Awareness about Total Quality Management Programme.

- The study also shows that 64.3% Respondents had Good Utilization of Total Quality Management Programme.
- The study also shows that 65.3% respondents had Strongly Satisfied about Total Quality Management Programme.
- It was found that 93.1 % respondents had good Awareness about Training for Women Empowerment Programme.
- It was found that 90.4% Respondents had Good Utilization of Training for Women Empowerment Programme.
- The result of the study shows that 66.3% respondents had Strongly Satisfied about Training for Women Empowerment Programme.
- The study also reveals that 89.6 % respondents had good Awareness about though a dairy program Below Poverty Line People's social and economic growth Programme.
- The study also shows that 93.6% Respondents had Good Utilization of though a dairy program Below Poverty Line People's social and economic growth Programme.
- It was found that 68.3% respondents had Strongly Satisfied about though a dairy program Below Poverty Line People's social and economic growth Programme.
- The result of the study shows that 91.1 % respondents had good Awareness about Training for Employment Programme.
- The study also reveals that 91.1% Respondents had Good Utilization of Training for Employment Programme.
- The study also shows that 66.3% respondents had Strongly Satisfied about Training for Employment Programme.

## **6.5 ENVIRONMENT PROGRAMME**

- The study also reveals that 89.8 % respondents had good Awareness about Tree plantation Programme.
- The study also shows that 91.3% Respondents had Good Utilization of Tree plantation Programme.
- It was found that 61.7% respondents had Strongly Satisfied about Tree plantation Programme.

- The result of the study shows that 95.3 % respondents had good Awareness about Village People's Group Discussion for Environmental improvement Programme.
- The study also reveals that 95.4% Respondents had Good Utilization of Village People's Group Discussion for Environmental progress Programme.
- The study also shows that 73.1% respondents had Strongly Satisfied about Village People's Group Discussion for Environmental progress Programme.
- It was found that 90.6 % respondents had good Awareness about Save Earth Workshop Programme.
- The result of the study shows that 91.5% Respondents had Good Utilization of Save Earth Workshop Programme.
- The study also reveals that 63.3% respondents had Strongly Satisfied about Save Earth Workshop Programme.
- The study also shows that 86.8 % respondents had good Awareness about Save Water, Water Management and Water Cleanliness Programme.
- It was found that 88.8% Respondents had Good Utilization of Save Water, Water Management and Water Cleanliness Programme.
- The result of the study shows that 56.1% respondents had Strongly Satisfied about Save Water, Water Management and Water Cleanliness Programme.
- The study also reveals that 89.8 % respondents had good Awareness about Discuss about Global Warming and Increase Environmental Temperature Programme.
- The study also shows that 89.9% Respondents had Good Utilization of Discuss about Global Warming and Increase Environmental Temperature Programme.
- It was found that 63.5% respondents had Strongly Satisfied about Discuss about Global Warming and Increase Environmental Temperature Programme.
- The result of the study shows that 83.1 % respondents had good Awareness about Elocution Competition for Save Environment Programme.
- The study also reveals that 84.1% Respondents had Good Utilization of Elocution Competition for Save Environment Programme.
- The study also shows that 54.5% respondents had Strongly Satisfied about Elocution Competition for Save Environment Programme.

## **6.6 ANIMAL HUSBANDRY**

- The study also reveals that 88.1 % respondents had good Awareness about Distributed of cotton seeds for cows and buffaloes Programme.
- The study also shows that 90.3% Respondents had Good Utilization of Distributed of cotton seeds for cows and buffaloes Programme.
- It was found that 65.8% respondents had Strongly Satisfied about Distributed of cotton seeds for cows and buffaloes Programme.
- The result of the study shows that 93.3 % respondents had good Awareness about Cotton Seed for Cow and Bullock Programme.
- The study also reveals that 92.8% Respondents had Good Utilization of Cotton Seed for Cow and Bullock Programme.
- The study also shows that 72.3% respondents had Strongly Satisfied about Cotton Seed for Cow and Bullock Programme.
- It was found that 93.1 % respondents had good Awareness about Scientific Animal Husbandry Practices Programme.
- The result of the study shows that 93.8% Respondents had Good Utilization of Scientific Animal Husbandry Practices Programme.
- The study also reveals that 73.3% respondents had Strongly Satisfied about Scientific Animal Husbandry Practices Programme.
- The study also shows that 92.4 % respondents had good Awareness about Animal Disease Diagnostics Laboratories Programme.
- It was found that 94.8% Respondents had Good Utilization of Animal Disease Diagnostics Laboratories Programme.
- The result of the study shows that 75.8% respondents had Strongly Satisfied about Animal Disease Diagnostics Laboratories Programme.
- The study also reveals that 93.3 % respondents had good Awareness about High-Quality Good Nutritional Requirement of Cows and Buffaloes Programme.
- The study also shows that 95.1% Respondents had Good Utilization of High-Quality Good Nutritional Requirement of Cows and Buffaloes Programme.
- It was found that 79.5% respondents had Strongly Satisfied about High-Quality Good Nutritional Requirement of Cows and Buffaloes Programme.

- The result of the study shows that 92.5 % respondents had good Awareness about Health Checkup Programme for Animal Programme.
- The study also reveals that 93.8% Respondents had Good Utilization of Health Checkup Programme for Animal Programme.
- The study also shows that 72% respondents had Strongly Satisfied about Health Checkup Programme for Animal Programme.
- It was found that 94.8 % respondents had good Awareness about Amul's Help for Animal Husbandry Programme.
- The result of the study shows that 94.8 % Respondents had Good Utilization of Amul's Help for Animal Husbandry Programme.
- The result of the study shows that 71.8% respondents had Strongly Satisfied about Amul's Help for Animal Husbandry Programme.

## **6.7 SECTION II – EMPLOYEES**

- There is 35 years to 45 years age group people is 41 that is 27.33% people of the this research .
- Regarding the gender wise distribution of the respondents it was found that majority of the respondents were male.
- There are Higher Secondary educated people is 41 that is 27.33% of the study.
- There are group of people who are belong to SEBC/OBC category cover up that is 43 people that is 28.67 % of people of the this research.
- Religious Background Category group of people who are belong to Hindu Religious category cover up that is 79 people that is 52.67 % of people of the this research.
- From the study it was found that 75% of the respondents were married.
- The percentage of nuclear family is 62.67% of this research that is covered up 94 people of the research.
- From the study it was found that majority 52 % of the respondents were 4 to 5 family members.
- There is 78 peoples has Job Experience in Year has between 5 to 10 Years of Job Experience that is 52% of the total sample.

## **6.8 PERCEPTION OF THE EMPLOYEE REGARDING THE CSR**

- The study also shows that 68.6% of the employees agreed and stated that the CSR is fulfilling the interest of the stakeholders through the activities and program.
- It was found that 70.6% of the employees consider that employees interest are fulfilling through CSR.
- The study reveals that 45.3% of the employee considered that CSR is fulfilling the stakeholder's interest and they were agreed with the statement
- The data also reveals that 86.7% of the employee considered that CSR has an environmental impact.
- The result shows that 86% of the employee admitted that CSR activities and programs are helpful in social development and they were agree with statement.
- With regard to CSR and its impact on rapport building it was found that 80.7 % of the respondents agreed that it is helpful to rapport building with their stakeholders.
- The data also shows that 78% of the employee considered that CSR is promoting and improving they educational status of the community.
- The study also reveals that 78% of the employee considered that CSR in helpful in integrating social and environmental concern.

## **6.9 PERCEPTION OF THE EMPLOYEES REGARDING CSR IN GENERAL POLICY**

- The data shows that 82.7% of the employees were agreed and stated that the CSR Policy Respecting Sovereign right of these state.
- The data also shows that 76% of the employees consider that CSR Policy following National laws.
- The study reveals that 67.7% of the employee considered that CSR Policy maintain relevant standard and they were agreed with the statement.
- The result of the study shows that 56.7% of the employee considered that CSR Policy is Commitment towards stakeholders and they were agreed with the statement.
- The study also reveals that 60% of the employee considered that CSR activities are as per developmental priorities of the state.

- The study also shows that 62.7% of the employee admitted that CSR Policy is supplementing in the fulfillment of social aims and they were agree with statement

#### **6.10 PERCEPTION REGARDING CSR & RELATIONSHIP WITH OTHER STAKE HOLDERS**

- It was found that 84.7% of the employees were agreed and stated that the CSR is helpful in maintaining relationship with Stakeholders.
- The data also shows that 79.3% of the employees consider that CSR activities improved the socio-economic conditions of stakeholders
- The study reveals that 60% of the employee considered that CSR is Strive for highest returns to shareholders and they were agreed with the statement.
- The study reveals that 62.7% of the employee considered that CSR is helping in the Promotion of Welfare and development and they were agreed with the statement.
- The result of the study shows that 64.7% of the employee considered that CSR is helping in the development of Linkages with community.
- The study also reveals that 71.3% of the employee admitted that CSR is helpful in the fulfillment of community needs and they were agreeing with statement.

#### **6.11 PERCEPTION OF THE EMPLOYEES REGARDING CSR & IMPACT ON BRAND**

- The study also shows that 82% of the employees were agreed and stated that the Perception of the Employees regarding CSR & Impact on Brand Image.
- The data also shows that 68.7% of the employees consider that CSR concern towards society leads towards brand image.
- The study reveals that 61.3% of the employee considered that CSR promoting linkages with Government organizations and they were agreed with the statement.
- It was found that 57.3% of the employee considered that CSR promoting multi sectors alliance and they were agreed with the statement.
- The data also reveals that 64% of the employee considered that Relevance of CSR strategies in image branding.

## **6.12 PERCEPTION OF THE EMPLOYEES REGARDING CSR & IMPACT ON QUALITY**

- The data shows that 79.3% of the employees were agreed and stated that the Level of participation of the stakeholders has increased.
- The study reveals that 69.3% of the employee considered that CSR helping in preservation of natural environment and they were agreed with the statement
- The data also shows that 68.7% of the employees consider that CSR promoting agriculture development.
- The study reveals that 48.7% of the employee considered that Mitigation of natural disaster through CSR and they were agreed with the statement.
- The data also reveals that 60.7 % of the employee considered that Family based intervention through CSR.
- The result of the study shows that 49.3% of the employee admitted that CSR impact on assess building and they were agree with statement.

## **6.13 PERCEPTION OF THE EMPLOYEES REGARDING CSR & IMPACT ON COMMUNITY AS A WHOLE (LOCAL NEEDS)**

- The data shows that 79.3% of the employees were agreed and stated that the CSR impact on community resources.
- The study also reveals that 79.3% of the employees were agreed with the statement and stated that the Strives for betterment of community through CSR.
- The data shows that 62% of the employees were agreed with the statement and stated that the Capacity development of stakeholders through CSR.
- The study also shows that 54% of the employees were agreed with the statement and stated that the Promotion of community partnership through CSR.
- It was found that 56% of the employee considered that Promotion of social growth through CSR.
- The result of the study shows that 56.7% of the employees were agreed with the statement and stated that the Handling community issues through CSR.



#### **6.14 PERCEPTION OF THE EMPLOYEES REGARDING CSR & ITS IMPACT ON ORGANIZATIONAL PRODUCTIVITY**

- The data shows that 71.3% of the employees were agreed and stated that the CSR activities improving the organization's output.
- The study also reveals that 68% of the employees were agreed with the statement and stated that the CSR positive impact on employee's motivation.
- The data shows that 60% of the employees were agreed with the statement and stated that the CSR promoting the values of sharing responsibilities.
- The study also shows that 72% of the employees were agreed with the statement and stated that the CSR is helpful in skill development.
- It was found that 67.3% of the employees were agreed with the statement and stated that the Promotion of competitiveness in market through CSR.
- The data shows that 76.7% of the employees were agreed with the statement and stated that the Achievement of organizational goal through CSR.

#### **6.15 PERCEPTION REGARDING PROMOTION OF SOCIAL INTEGRATION THROUGH CSR**

- It was found that 55.3% of the employees were agreed with the statement and stated that the Promotion of social security through CSR.
- The result of the study shows that 58% of the employees were agreed with the statement and stated that the Promotion of social integration through sports events.
- The data shows that 68% of the employees were agreed with the statement and stated that the Promotion of social solidarity through CSR
- The study also reveals that 62% of the employees were agreed with the statement and stated that the Promotion of social integration through cultural activities.

#### **6.16 PROMOTION OF SUSTAINABILITY THROUGH CSR**

- The data shows that 66% of the employees were agreed with the statement and stated that the Promotion of Sustainability through CSR.
- The study also reveals that 66.7% of the employees were agreed with the statement and stated that the Promotion of collaboration with VO's.
- The data shows that 60.7% of the employees were agreed with the statement and stated that the Sustainable nature of CSR activities.

#### **6.17 PERCEPTION REGARDING ETHICAL VALUE BASED CSR ACTIVITIES**

- The study also reveals that 66% of the employees were agreed with the statement and stated that the CSR activities within societal framework.
- The study also shows that 68.7% of the employees were agreed with the statement and stated that the CSR following state rules and regulations.
- The result of the study shows that 62.7% of the employees were agreed with the statement and stated that the CSR concern with ethical norms of the society.
- The study also shows that 60% of the employees were agreed with the statement and stated that the CSR activities based on the approached of right, fair and justice.
- The result of the study shows that 51.3% of the employees were agreed with the statement and stated that the Promotion of gender equality through CSR.
- The data shows that 60% of the employees were agreed with the statement and stated that the CSR sharing of information with stakeholders.

#### **6.18 PERCEPTION REGARDING PROMOTION OF HEALTH AND ENVIRONMENT SAFETY**

- It was found that 61.3% of the employees were agreed with the statement and stated that the Protection of natural environments through CSR.
- The study reveals that 60% of the employee considered that Promotion of human health and safety and they were agreed with the statement.
- The data shows that 74% of the employees were agreed with the statement and stated that the Promotion of eco-friendly environment.
- The study reveals that 68.3% of the employee considered that Ensuring environmental safety through activities and they were agreed with the statement.
- The data shows that 56.7% of the employees were agreed with the statement and stated that the Maintain contingency plans for environmental and health damages in emergencies.

## **6.19 PERCEPTION REGARDING CSR & CORPORATE GOVERNANCE**

- It was found that 62% of the employees were agreed with the statement and stated that the Maintenance of accountability in non-financial issues.
- The study reveals that 54.7% of the employee considered that Cross cultural stakeholder engagement through CSR and they were agreed with the statement.
- The study reveals that 52.7% of the employee considered that CSR follow Overall business customs and they were agreed with the statement.
- It was found that 79.3% of the employees were agreed with the statement and stated that the CSR provides Humanitarian relief.
- The data shows that 73.3% of the employees were agreed with the statement and stated that the CSR offer Corporate partnership for national development.
- The study reveals that 54% of the employee considered that CSR Emphasize corporate citizenship.
- The study reveals that 58.7% of the employee considered that CSR maintains social audit and reporting and they were agreed with the statement.
- The data shows that 60% of the employees were agreed with the statement and stated that the Relevance of professional social work and HR education for CSR.
- The data shows that 49.3% of the employees were agreed with the statement and stated that the Qualities like empathy, reacting with people, extroversion, understating social issue are vital for CSR.

## **6.20 MAJOR FIELD EXPERIENCES AND OBSERVATIONS:**

1. In the beginning, it was difficult to get appointments from the respondents such as officers, managers and community representatives. But after constant follow up and orientation of the research, appointments for data collection were possible.
2. The research personally witnessed the observed CSR activities conducted by Amul in villages such as, Mujkuva, Thamna and Bedva.
3. The involvement in CSR activities gave the significant perspective about the effectiveness of CSR and significance towards community development and also the development of organization.
4. Due to constant engagements of stakeholders such as village representatives and the Amul corporate officials, the researcher had to wait for 4-5 months for the availability of stakeholders.
5. Interaction during data collection with woman, dairy corporative and Amul staff helped the researcher to understand the actual scenario of CSR initiatives from Amul.
6. The personal visit of the researcher in all the villages where CSR activities were undertaken by AMUL helps the researcher to understand whether the implementation is being done appropriately or not.

## **6.21. SUGGESTIONS AND RECOMMENDATIONS:**

The major suggestions and recommendations of the study are as follows.

1. Although the blood donation programme is always organized successfully by the organization and also a good initiative but there is a need to conduct more awareness generation programme regarding the blood donation among the villagers because various myths and mis-conceptions are still prevailing in some villages due to that in some villages people participation was observed less as compare to others.
2. Although utilization of hygienic food training is very useful but the level of satisfaction is very poor so efforts should be made to make it more meaningful.
3. Focus should be made on nutritional programme along with health checkup programme in order to reduce mal nutrition among children in selected villages. There is also a need to ensure more involve of AWWs and ASHA workers.

4. There is a need to ensure more active participation of all the stakeholders in decision making process of CSR activities and decision should be made on the basis of felt needs of the beneficiaries and other stakeholders.
5. More focus should be given on innovation and sustainability of the project /programme/activities like environment, Self Help Groups women empowerment etc. And efforts should be made to add new aspects whenever required and all the concern must be get involved actively.
6. A Stakeholder Relationship Management (SRM) methodology can be adopted by the organization in order to accurately identifying and ranking local stakeholders and their expectations in all the activities and programme.
7. Time to time need assessment and impact assessment studies regarding the existence Programmes and activities should be conducted keeping in view the changing needs and nature of the problems.
8. The coverage areas of various scholarship and awards should be extended.
9. More capacity building programs should be conducted/organized by the organization for the social worker, coordinators, village level functionaries and others so that they can work more effectively and actively.
10. At present CSR activities has been done on the basis of community needs which is compared with the policy of organization. This limits the scope of intervention and end to end solution to the community issues rather than just providing the fund for the equipment or for construction. So, it is suggested that, there is a scope of making complete action plan with soft activities, which can provide sustainable work.
11. Time to time more open talks, Seminar, workshops can be organized by the organization to the employees for the better understanding of CSR and also to create awareness for the same. Some village base activities may be initiated by the organization.
12. Efforts should be made by the organization to create awareness among the general population about the contribution of the organization with the help of print as well as visual media coverage so that general public apart from beneficiary can know about the contribution of the organization. Some success stories may be shared by the organization through this mean.
13. Efforts should be made to ensure more community based & participatory approach while framing programme and activities.

14. Efforts should be made to ensure that the awareness about various activities carried out by the organization must be reached to all level within organization as well as in community.
15. The result of the study shows that although the organization is having specific CSR policy but the employees need to know the policy in detail. So, efforts should be made by the organization to generate awareness among the employees and other stakeholders about the details of CSR policy.
16. The policies for funding had been made at the central level but the need of the actual ground level may differs so flexibility for allocation would have wider scope for better working.

## **6.22. SUGGESTIONS GIVEN TO THE ORGANIZATION FOR MAKING EFFECTIVE CSR PROGRAMME**

### **1. Building awareness on CSR:**

There is a need to create awareness among the employees regarding the various Programmes and activities organized and conducted by the AMUL at the community level so that they can understand it with its true spirit. Time to time orientation programme should be conducted by the organization so that the employees can understand the status of the programme/ activities and current practices.

### **2. Organize Seminars, Workshop and Exposure Visits:**

Keeping in view the fed back and evaluation of the programme time to time seminar/workshop should be organized in the field work CSR and efforts should be made to involve various corporate so that they can share their CSR model and best practices. Some exposure visit may be organized by the organization for both the villagers as well as employees of the organization in other part of the country in order to understand the development, latest innovation, issues and success stories in the field of animal husbandry.

### **3. Building Databases :**

There is a need to develop a strong data base of all the Programmes and activities conducted under CSR and efforts should be made to ensure the exchange of information among the various stakeholders.

### **4. Networking Linking with other NGOs:**

Linking with other NGOs is required for a sustainable CSR programme.

### **5. Follow up activities:**

Although the tree plantation program of the AMUL is going on successful but there is a need to focus more on follow up and proper record maintenance along with other activities.

### **6. Capacity Building Programme for Farmers:**

Although the farmer's teams are constituted by the AMUL for the effective implementation of the Programmes but there is a need to conduct more training and capacity building Programmes for the farmers keeping in view their felt needs.

### **7. Awareness Generation Regarding Health and Sanitation:**

Although approximately 450 toilets are constructed by the AMUL in various villages but it is observed that there is a need to ensure their proper use by conducting awareness Programmes.

### 8. Promotion of Bio CNG Model:

There is also a need to expand the use of Bio CNG model in various villages in order to ensure environmental sustainability.

### 9. Promotion of livelihood Programmes

There is a need to focus more on livelihood Programmes in order to enhance the socio-economic status of the beneficiaries.

### 10. Promotion of social entrepreneurship:

There is also a great need to focus and develop Programmes on social entrepreneurship.

## 6.23. FUTURE IMPLICATIONS OF THE STUDY:

Education	Health care and family welfare	Social causes	Infrastructure development	Sustainable livelihood
<ul style="list-style-type: none"><li>❖ Promotion of Formal and non-formal education, adult education</li><li>❖ Scholarships for girls, merit scholarships and technical education for boys</li><li>❖ Digital literacy / computer education</li></ul>	<ul style="list-style-type: none"><li>❖ Health care centers' and hospitals</li><li>❖ Mobile clinics — doctors' visits</li><li>❖ General and multispecialty medical camps, cleft lips</li><li>❖ Reproductive and child health care, supplementary nutrition / mid-day meal projects</li><li>❖ Safe drinking water, sanitation — household toilets,</li><li>❖ HIV / AIDS, cancer, TB awareness and prevention camps</li></ul>	<ul style="list-style-type: none"><li>❖ Social security (insurance)</li><li>❖ Culture and sports</li><li>❖ Women empowerment</li></ul>	<ul style="list-style-type: none"><li>❖ Homes for the homeless</li><li>❖ Irrigation and water storage structures</li></ul>	<ul style="list-style-type: none"><li>❖ Self-help groups (microfinance for women and farmers)</li><li>❖ Integrated agriculture development</li><li>❖ Integrated livestock development</li><li>❖ Watershed management</li><li>❖ Microenterprise development</li><li>❖ Skill development / vocational training</li></ul>

- This study can be further explored in the areas such as corporate, education, healthcare and Information Technology.
- Cross-cultural studies between dairy organizations in two countries can give understanding of stakeholders' understanding of corporate social responsibility in their respective organization.



#### **6.24. CONCLUSION:**

In summing up it can be concluded that CSR initiative in AMUL is doing tremendous work and the level of satisfaction and awareness's about CSR activities among the beneficiaries is satisfactory. There is need to incorporate international standards and practices in the field of planning and implementations of CSR initiative in organizations like Amul. There is an also need to ensure active people participation in decision making and need assessment studies keeping in view with changing needs of the community.

- It can be concluded that in the field of CSR the AMUL is doing tremendous work and the level of satisfaction and awareness among the beneficiaries is satisfactory.
- There is need to incorporate some international standards and practices in the field of planning and implementation of CSR.
- There is an also need to ensure active people participation in decision making and need assessment studies keeping in view with changing needs of the community.