

PREFACE

There is a distinct movement away from Corporate Social Responsibility (CSR) as a compliance tool and philanthropy to a strategy of social relevance. Corporations have an obligation to society as they impact environment, institutions and a variety of stakeholders. They generate and distribute wealth; however, the manner in which they do so has created controversies. Both in the generation and distribution of wealth they may adopt methods which do not conform to the norms of social behavior and rules governing trade and commerce. There are implications of accountability in the social, economic and legal spheres. For instance, corporations account for the cost of internal activities but they don't account for third party costs, many actions of corporations create externalities which have harmful effects on society. In order that they become more accountable to various stakeholders it is necessary that they comply with the social norms and technical / legal rules.

The theme of the Corporate Social Action assumes pivotal significance in the world wide debate on Sustainable Development Goals. Modern Corporations exert considerable influence on the economy, polity & society of a nation. With the introduction of global compact towards the end of century the concept of Corporate Social Responsibility (CSR) has been reinforced. The modern corporation has grown phenomenally impacting various constituencies of civil society. The social obligation of the corporations are highlighted as a strong reaction to certain practices of business which challenge human rights, health care, labour standards, environment, poverty, and minimum education among other things.

The Corporate Social Responsibility is an emerging concept in Indian corporate world. The socio-economic changes, particularly in the Liberalization, Privatization, Globalization era, has brought several challenges to the business. Along with the focus on the business, the organization cannot, now ignore the need for CSR.

It is the responsibility of the top management of the company to articulate the principles of CSR and ensure companywide programmes for creating strategic groups within the organization. There is a need to spend out a message that CSR is not incompatible with profit, provided that the norms of transparency are introduced by the corporate and CSR best practices are taken into account. Strategic social relevance is possible only when the third party costs are taken into account. Moreover, long term sustainability of modern corporations get strong foundation when the guiding principles of CSR are practiced. Empirical studies have proved that corporations with durable commitment to CSR acquire greater creditability and promote corporate citizenship.

A developed company by performing CSR activities in the place where it is established leads to the development of the society.

Further it will lead to the development of that state and ultimately it will lead to the social and economic development of the nation.

This study is conducted in Corporate Social Responsibility and to understand knowledge, attitude, practices and perception of Villagers, milk producers, chairman, secretary, members of dairy cooperative, and employees towards it and the awareness and suggestion for the betterment of CSR programs carried out by Amul.

In the end, it would be out of place to mention that the present study and academic exercise is only a moderate not attempt. It will not only study the Corporate Social Responsibility perceived by the stakeholders but also help the organization in framing further policy and incorporate changes in it from time to time. The study has also provided guidelines to stakeholders, social workers, field functionaries working in the field.

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