

The role of Corporate Social Responsibility on Youth Development in Nellore District

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Abstract – The role of corporate social responsibility on youth development is qualitative research the study showed that Corporate Social Responsibility has a significant role on youth development, business organizations carryout a successful Corporate social responsibility stakeholders assessment. The corporate social responsibility programs should be Youth entrepreneur’s motivation programs, Educational Programs and community building programs It should significantly legalized that performing Corporate social Responsibility practices be Educational programs so as they are beneficial to the youth . Also, the study further revealed that corporate social responsibility has reducing effect major youth problems such as illegal immigration, unemployment, violence and educational disparity. There is a significant relationship between corporate social responsibility and youth development in additional the study revealed that the corporate social responsibility of a business is an unconditional acceptance of business.

Key Words: Youth Development, Business Organizations, Stakeholders Assessment.

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INTRODUCTION

The role of corporate social responsibility on youth development is qualitative research the study showed that Corporate Social Responsibility has a significant role on youth development, business organizations carryout a successful Corporate social responsibility stakeholders assessment. The corporate social responsibility programs should be Youth entrepreneur’s motivation programs, Educational Programs and community building programs It should significantly legalized that performing Corporate social Responsibility practices be Educational programs so as they are beneficial to the youth . Also, the study further revealed that corporate social responsibility has reducing effect major youth problems such as illegal immigration, unemployment, violence and educational disparity. There is a significant relationship between corporate social responsibility and youth development in additional the study revealed that the corporate social responsibility of a business is an unconditional acceptance of business.

In India many businesses did not take their part of the corporate social responsibility and it's in a poor situation while performing corporate social responsibility activities has significant effect on youth. Performing Corporate Social Responsibility reduces youth problems Youth development

processes are so important in this society and the effective processes are Workshops and trainings for the youth.

BACKGROUND

CSR has gained unprecedented importance and has become imperative to any company's strategic decision making. It has gained prominence from all quarters. Organizations have realized that government alone will not be able to get success in its endeavor to uplift society. With the rapidly changing corporate environment and more functional autonomy, many organizations have set up separate CSR wings as a strategic tool for sustainable growth. Young people are today's and tomorrow's wage earners and entrepreneurs, educators and innovators, health professionals, political and civic leaders, vital to economic growth and well-being. Youth account for half of the world's population their age less than 30. Their enormous potential as leaders and innovators demands support and significant investment.

We must regard young people as assets and equal partners in addressing our world's most pressing development challenges. Throughout history, young people have actively sought to bring social, political and economic change to their countries. Youth development is about more than simply

creating more skilled workers; asset-based approaches entail creating opportunities for young people that help them develop a sense of competence, purpose and empowerment. Business and society are inter-dependent because business cannot operate in a vacuum, it operates in the society and contribute immensely to the hazards of the environment from citizens and at same time provides employment, security and other many values to the community.

So understanding that there is a link between the companies and the society, This paper will explore the role of corporate social responsibility by making positive impact in the community as a successful business practice in the youth development by promoting activities and experiences that help youth develop social, ethical, emotional, physical, and cognitive competencies. This paper used some Methods: Universe-Nellore District, Sampling Techniques- Simple Random Sampling, Research Design-Descriptive Research Design. The underprivileged, rural and semi-urban youth face a whole set of different challenges when seeking employment. With access to fewer resources than their urban counterparts, these young men and women rely significantly on their colleges and universities to equip them for a job.

CSR Activities on youth development in Nellore:

This paper was proposed to learn more about what are doing in the youth space and to identify opportunities for collaboration, to describe what they were currently doing in terms of youth orientated Corporate Social Responsibility (CSR). The purpose of this paper is to better understand what is happening in terms of youth orientated CSR, provide commentary around innovation and best practice and identify gaps and opportunities. Industries implementing CSR activities in Nellore District with Sample: Simhapuri power plant, Damodar Sanjeevaiah power plant, Nelcost India, Green tech India, BMR aqua group, STAR Agro, Apache footwear India pvt ltd and so.on.

Opinion of Youth towards youth development Programmes:

Most of the people satisfied with Youth development programs, Some people suggested that “frequently conduct the development programs”, Someone expecting the loans for developing their small scale industries from the government. Companies need to do the training camps for their recruitments.

Table -1: Distribution on how does business companies take their role on youth development by implementing

Response option	No. of responses	Percentage
Educational Programs	13	32.5%
Youth entrepreneur’s motivation programs	14	35%
Community building programs	7	17.5%
Relief operation programs	5	12.5%
Others	1	2.5%
Total	40	100%

Source: Field Survey 2018

The above table shows companies take their role through implementing (13) or (32.5%) in educational programs (14) or (35%) had said youth entrepreneur’s motivation and (7) representing (17.5%) community building programs. Relief operation programs response is (5) or (12.5%) and others are (1) or (2.5%).

Table -2: Distribution of The roles of Corporate Social Responsibility in youth development is included.

Response option	No of responses	Percentage
Motivation on youth to competition	16	40%
contributing getting basic facilities	10	25%
Economic Sustainability	6	15%
Awards	6	15%
Others.	2	5%
Total	40	100%

Source: Field Survey 2018

From the above table it displays The roles of Corporate Social Responsibility in youth development includes that (40%) responded Motivation on youth to competition and (25%) said contributing getting basic facilities with (15%) response of Economic Sustainability Awards (15%)and lastly (5%) said Others.

Table -3: Distribution If Yes what are these activities that are beneficial to the society especially youth sector

	Response option	No of responses	Percentage
a.	Workshops/ Seminars	9	22.5%
b.	Trainings	28	70%
c.	Nothing	1	2.5%
d.	Others	2	5%
	Total	40	100%

Source: Field Survey 2018

The above table shows Workshops/Seminars are participated (9) or (22.5%) of the respondents and (28) which represent (70%) said Trainings, (1) respondents (2.5%) said Nothing, and (2) or (5%) responded others. 4.2 Research Question (18) Business companies study the impact of its Corporate Social Responsibility activities on youth development? 4.2 Research Question (20) If yes what are the effects of CSR activities on youth?

SUMMARY OF FINDINGS

First of all, the study showed that Corporate Social Responsibility has a significant role on youth development this is shown in 85% Agreed and Strongly Agreed Rate.

Secondly business organizations carryout a successful Corporate social responsibility stakeholders assessment. This is shown 72.5%, response rate, among the four (4) response options as clearly indicated.

The study revealed that how and the process of the corporate social responsibility programs should be Youth entrepreneur's motivation programs, Educational Programs and community building programs This is shown by the 85% of the respondents supporting these ideas..

It should significantly legalized that performing Corporate social Responsibility practices be Educational programs so as they are beneficial to the youth .This is shown by the 70% of the respondents supporting the idea.

Also, the study further revealed corporate social responsibility has reducing effect major youth problems such as illegal immigration, unemployment, violence and educational disparity.

There is a significant relationship between corporate social responsibility and youth development.

Finally, the study further revealed that the corporate social responsibility of a business is an unconditional acceptance of business as displayed in respondents of (82.5%) strongly agree and Agreed.

Some villages having Pure drinking water through CSR activity by different companies, Some villages having Health camps, Education also developed, More villages now planted with different trees by the companies through CSR activity

RECOMMENDATIONS:

In view of the findings of the study, the following recommendations are made.

1. In India should change their present attitude and become are involved in social issues,

because times are changing and opinions are equally changing especially as more people get educated, demand for them to get involve will also increase.

2. In getting involved in social issues, the firms should not forget the original and major aim of the business by ensuring its growth and prosperity. In making decision on social responsibility, economic efficiency should be the maintained.
3. Business has to develop a code of ethics. This becomes essential when one considers what respondents say in the affirmative about the decision of business pertaining the issues of social responsibility.
4. Business organizations are creatures of society; therefore, they should reciprocate by being corporate socially responsible to the society because, it is normal and right thing to do.
5. Businesses should study the impact of their corporate social responsibility projects in order to acquire the consistent ones that are beneficial to the youth development.
6. Target the big, urgent issues facing youth today like the way businesses are engaging with youth unemployment. How about the more socially uncomfortable issues? Where are the biggest impacts?
7. Get together, share learning's, and collaborate. What impacts exist beyond giving money?
8. Consider, are you an initiator, integrator or innovator? What impact are you capable of?
9. Measure and evaluate. What impact are you making?

CONCLUSIONS

In India many businesses did not take their part of the corporate social responsibility and it's in a poor situation while performing corporate social responsibility activities has significant effect on youth. Corporate Social Responsibility reduces youth problems especially illegal immigration and the best practices for the youth development is educational programs. Youth development processes are so important in this society and the effective processes are Workshops and trainings for the youth. There are several effects that are from the Corporate social Responsibility these include increase in education Quality, Increase in Employment opportunities, Feeling sense of

ownership, Increase Literacy, help social interactions ,reduce poverty, Enhancing the ambition of youth, it also provides youth income source and skills, it makes to decrease the rate of crime

Most companies design and implementation of CSR initiatives in area of work covers the entire community. A wide range CSR initiatives ranging from income generation subsistence activities, the health checkup camps, mobile health services, education, adult literacy, agriculture development, provision of drinking water management and natural resources development, infrastructure services are developed by these companies. Although way of working is switching from philanthropic development to sustainable welfare but there was no association between company CSR Agenda and the Millennium Development Goals. It has also been revealed during the study that many companies promote and implement CSR initiatives through Human Resources Department.

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