A STUDY ON THE ROLE OF CSR IN EFFECTING AGRICULTURAL DEVELOPMENT WITH SPECIAL REFERENCE TO TVS SST

R. SANKARA NARAYANAN, DR. T. BABU,

* M.S.W., M.B.A., M.SC., M.A. M.PHIL.,
ASSISTANT PROFESSOR, DEPARTMENT OF SOCIAL WORK (SFS), MADRAS CHRISTIAN COLLEGE,
RESEARCH SCHOLAR, RESEARCH AND DEVELOPMENT CENTRE, BHARATHIAR UNIVERSITY, COIMBATORE.

** PROFESSOR, MINDS BUSINESS SCHOOL, BANGALORE.

ABSTRACT:
With the rapid decline of per capita availability of cultivable land in India, and decreasing contribution of agriculture to the Nation’s GDP, providing food security to a heavily populous country like ours is indeed a daunting task. Developmental activities are encroaching upon cultivable lands, and farmers no more feel incentivized to carry on agriculture. The task of resurrecting the country’s agriculture not only rest with Government but the Corporate too can play a responsible role in effecting agricultural development. TVS SST, has well organized, deliberately planned programmes to enhance farm Productivity and livestock management leading to economic development of the farmers in the target communities. These practices could serve as a model for the practitioners in the field of CSR, who are particularly working with the rural communities. This paper is based on First hand observation made by the researcher, Interviews with the farmers and secondary data in the form of Annual Report, Websites and documents of TVS SST. The study shows that CSR with concerted efforts, can bring about major transformation in agricultural sector, improving the lives of farmers and thereby enabling Socio Economic development of the Communities concerned.

KEY WORDS: Corporate Social Responsibility, Agricultural productivity, Challenges of Indian Agriculture, Livestock Management.

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