

CORPORATE SOCIAL RESPONSIBILITY: THE NEED OF BEVERAGE INDUSTRIES

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ABSTRACT

Beverage industries require lots of fresh waters, which is the maximum use of ground water. It is not only for the bottled content, but also more for the industrial production process. In a developing country like India, water has become a critical issue for beverage manufacturers due to the scarcity of it. Sometimes the beverage industry has come under intense criticism for competing for ground water with agriculture and household use in water deprived regions. In India, there are some challenges and issues faced by the manufacturers for stealing water from surrounding villages and faced the legal order from the court to shut down the plants and pay compensation for it. In changing scenario, companies use their innovative technology for minimum consumption of water for their manufacturing process and recycle it. In this research paper, main analysis is on the need and activities of five majors non alcoholic beverage industry in India and research methodology is qualitative based. Data has to be collected from company website, literature, books, journals and online news papers. Different social initiatives of beverage industries, are trying their best to fulfill the need of social welfare and development.

KEYWORDS: *Corporate Social Responsibility (CSR), Wages, Globalization, Beverage Industries. Social Responsibility*