Corporate Social Responsibility – Coca Cola Company

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**Introduction**

Managing a business is not an easy task, especially when the business is a big enterprise. It does not matter if the business is a small corner shop or a big multinational company, it will not flourish and prosper till the managers or the owners do not pay attention to every single aspect of it. A person running a business should only look after their daily operations, sales and profits but also towards their environment, their surroundings, the society they are operating in.

 Corporate social responsibility is a highly growing issue in the current times, especially in the circles of the business community (Garriga, & Melé, 2004). In the age of growing awareness about various social, ethical and environmental issues, the general public is demanding the businesses especially the multinational corporations to show more sensitivity towards the society and the environment in which they are manufacturing and selling their products and services. One of the major companies working in the global market is Coca Cola.

**Discussion**

Originated in 1886, Coca Cola was a drink invented by mistake by a pharmacist John S. Pemberton, in his Pemberton Chemical Company. However, the trademark and the rights for the production and sale of this drink was later bought by the actual founder, Asa Griggs Candler.

Doing good acts is good for business. When planned and managed well, CSR programs lead to increased growth and profitability for the corporation. The benefits of CSR do not end there. Successful programs lead to happier staff, community impact (also resulting in growth for exposing a business to new markets), and environmental sustainability (Tai, & Chuang, 2014). As a social entrepreneur leading a benefit corporation startup, I am obsessed with the triple bottom line of people, planet, profits. CSR is a way for corporations to discover the power of the triple bottom line for traditional businesses.

Corporate social responsibility is an issue or task that is taken seriously by almost all the companies in the world, especially, Coca-Cola. Being the most loved and highest-selling carbonated drink brand in the world, Coca Cola thinks that apart from just earning profit, it should alos play a role twards the improvement and development of the its consumers.

The reason behind this seriousness and dedication is that it is way more than just giving back to the community. Coca Cola Beverages believes that it is part of the community and must responsibily contribute to it. There is a need to enrich the lives of the people they live among. This impact must be positive and improve the lives and living conditions of the community.

Coca-Cola, as a part of corporate social responsibility all over the world, runs many CSR activities (Crane, Matten, & Spence, 2019). The type and nature of these activities depends upon the area in which it is operating and the people or the consumers it is serving. These three examples will give you insight into the kind of initiatives that Coca-Cola runs:

* Encouraging Entrepreneurship
* Assisting Model Villages
* Encouraging Education

In addition to this, Coca Cola runs a number of programs all over the world to promote various educational and knowledge programs. The managers at Coca Cola know the importance of education, learning and knowledge very well, that is why, Coke focuses on promoting learning programs in various parts of the world, especially the underdeveloped countries.

**Conclusion**

Hence, it can be concluded that Corporate Social Responsibility (CSR) is an important part of the business process. Most of the companies, especially those operating at a global level, have started taking their social and ethical responsibilities very seriously; Coca Cola is among one of them. It has initiated a number of welfare programs all over the world, especially numerous educational and learning programs.

**References**

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