

Corporate Social Responsibility (CSR) and Environmental Sustainability: A Case Study of SLN Coffee Pvt. Ltd.

Namreen Asif VA^{1*} and Ramesh Pai²

¹Research Scholar, Institute of Management & Commerce, Srinivas University, Mangalore, India

²Research Professor, Institute of Management and Commerce, Srinivas University, Mangalore, Karnataka, India

*Corresponding author: namreenasif@gmail.com

Received: 22 Feb., 2023

Revised: 30 May, 2023

Accepted: 07 Jun., 2023

ABSTRACT

Corporate social responsibility (CSR) is emerging as a new field in management research. In India, many firms have taken the initiatives of CSR practices which have met with varying needs of society. The present study has made an attempt to understand the status and progress and initiatives made by large firms in India in the context of CSR policy framing and implementation. Corporate Sustainability responsibilities under the Indian Companies Act of 2013 must be followed. In a competitive economic environment. Currently, businesses must balance their financial and economic goals, maximize shareholder value, deliver social benefits to society and contribute to environmental protection. To examine an example of how the SLN coffee industry tends to communicate CSR and which aspects they tend to focus on. It shows how companies through different strategies tend to inform and involve their stakeholders. Examine the development of CSR activities that are carried on in SLN Coffee Pvt. Ltd. Co. and the factors that contributed to this growth into a brand. These findings provide a conceptual framework for CSR operations and an assessment of how SLN Coffee Pvt. Ltd. Co. fulfills its commitments to all stakeholders, including particular activities, programmes, and projects. The study focuses on the company's CSR implementation in order to determine the business's focal area.

Keywords: Corporate Social Responsibility, SLN Coffee Pvt. Ltd. Co, Stakeholders, sustainability, Environment, SWOC analysis

CSR...is seriously considering the impact of the company's actions on society. It is the obligation of decision-makers to take actions that protect and improve the welfare of society as a whole, along with their own interests^[1]. Corporate social responsibility is a type of business self-regulation with the aim of social accountability and making a positive impact on society^[2]. The global coffee industry faces many sustainability challenges of which serious adaptation and transformation techniques are required in order to get it back on the right path. At the same time, the social sustainability challenges within

How to cite this article: Namreen Asif, V.A. and Pai, R. (2023). Corporate Social Responsibility (CSR) and Environmental Sustainability: A Case Study of SLN Coffee Pvt. Ltd.. *IJASE*, 11(01): 51-63.

Source of Support: None; **Conflict of Interest:** None

the coffee industry are severe as the coffee farmers earn less money from coffee cultivation and many of them remain living in poverty. The stakeholders of companies are increasingly demanding that companies take CSR responsibility along the whole value chain^[3]. Corporate social responsibility (CSR) of an organization helps a company to be socially accountable by pursuing social objectives. CSR is a self-regulated and self-controlled business model. The main objective of CSR is to do good to society, take part in charitable and good causes, and return constructive social value. Almost all organizations and companies are these days taking up CSR to make a difference in society and build a positive brand about their company. Corporate Social Responsibility initiatives can be used as proxies to measure this change in behavior amongst private sector companies. Coffee has also become one of the most popular items through which consumers and companies alike are expecting and looking to achieve, at times, seemingly exclusive and hard-to-verify goals: social justice, economic prosperity, and environmental sustainability. Corporate social responsibility (CSR) activities have been used to address consumers’ social concerns, create a favorable corporate image, and develop a positive relationship with consumers and other stakeholders^[4]. SLN, through its CSR initiatives, has continued to enhance value creation in the society and in the community in which it operates, through its services, conduct & initiatives, so as to promote sustained growth for the society and community, in fulfillment of its role as a Socially Responsible Corporate, with environmental concern^[5].

REVIEW OF LITERATURE

Table 1 contains the contribution of Various scholars for CSR initiatives that were mostly carried out by Indian enterprises, with a focus on health, education, global compact, and women’s empowerment. It will provide the organization with a positive image in the eyes of employees and customers^[6].

Table 1: Contribution by different scholars for CSR activities that are carried out in different areas

| Sl. No. | Area | Contribution | Authors |
|---------|-------------------------------------|---|--|
| 1 | Sustainability in Coffee Production | It has become a totemic issue for trade enthusiasts eager to show how a more sustainable coffee trade helps spread prosperity worldwide. It is also a commodity where the needs of citizens, producing communities, shareholders, and consumers are carrying increasingly equal weights even when the vast majority of the market is controlled by a handful of demanding countries and only five major transnational corporations. | Biswas-Tortajada, A. (2015) ^[7] |
| 2 | Environmental Governance | There are significant ramifications for global environmental governance from the emergence of corporate self-regulation. CSR programmes are progressively establishing the lines between acceptable and unacceptable social and environmental performance in a way that both effectively prevents and displaces governmental intervention, which is linked to the “shift away out” of the state. This suggests that environmental governance will move from a local scale to systems and institutions that are specified worldwide. | Neilson, J. (2008) ^[8] |
| 3 | Balanced Sustainability | There is considerable debate over the best ways to achieve sustainability in general and in the coffee sector in particular. In terms of voluntary sustainability standards (VSS), the coffee industry has been at the forefront of implementation, influencing other sectors in the process. Undoubtedly, research demonstrates that since VSS began, beneficial impacts have been discovered. | Samper, L. F., (2017) ^[9] |

| | | | |
|---|---|---|------------------------------------|
| 4 | Environmental and Social Responsibility | Profitable businesses in the coffee sector have a negative reputation because of their success on the financial front. But what makes them money. Is it because they follow capitalist entrepreneurship ideologies. Are all corporations obligated by nature to be dishonest, avaricious, and immoral, or did a small number of publicly traded companies set a bad example for all successful businesses that led to the development of CSR. | Rimburg, N. (2012) ^[10] |
| 5 | Health, Education, and Environment | In the ever-evolving marketplace, the trendy terms right now are globalization and liberalization. Corporate businesses cannot disregard the idea of CSR in the era of globalization. Business organizations must adapt their work cultures to meet market needs while taking into account the changing market environment. | Sharma, A. (2012) ^[11] |
| 6 | Marketing Capability | Evidence from CSR shows that while CSR is unlikely to directly affect corporate shareholder wealth, it is more likely to do so in the presence of marketing capability. In particular, we see that shareholders gain from a notable boost in stock returns and a decrease in idiosyncratic risk when unanticipated improvements in CSR are combined with unanticipated changes in marketing capability. | Mishra, S. (2017) ^[12] |

RESEARCH GAP

Many studies have been conducted on CSR activities in diverse fields, this paper concentrates on SLN Coffee Pvt. Ltd. Corporate Social Practices since there is no study is available and also study the focus area of social responsibility practices of the selected company, which are divided into four groups: environmental, social, economic, and operational practices, and to compare the focus areas of each sector.

RESEARCH AGENDA

Understanding the concept of CSR and gaining insight into CSR activities in light of the SLN Coffee Pvt. Ltd. Kushalnagara Kodagu India. The current study is exploratory in nature, and it will look at the prospects of SLN Coffee Pvt. Ltd. Social responsibility efforts, and strategies to make a positive contribution to society's development.

OBJECTIVES

The study has the following Objectives:

1. The primary goals of the study are to evaluate the idea of CSR activities and determine how SLN Group fulfills its duties to all stakeholders, including the precise actions, programs, and strategies it developed and put into place.
2. To study the several CSR projects that are carried on at SLN Coffee Pvt. Ltd.
3. To corporate social responsibility and attain sustainability at SLN coffee pvt. Ltd
4. To analyze the strengths, weaknesses, opportunities, and challenges of CSR activities of SLN Coffee Pvt. Ltd.

METHODOLOGY

This is an exploratory study based on Primary data and Secondary data gathered by interviewing officials from SLN Coffee Pvt. Ltd. Co., and also from the SLN website and news articles.

Table 2: A study is based on Primary Data and Secondary Data

| Research Methodology | | | |
|--|----------------|---|-----------------------------|
| This is an exploratory study based on Primary Data and Secondary Data | | | |
| Sl. No. | Data | Methods | Information Gathered |
| 1 | Primary Data | Interview method Focus-grouped method | SLN officials |
| 2 | Secondary data | SLN website, News articles, Google Scholar & Google | SLN Website |

Source: Compiled by the Researcher.

A COMPANY SHOULD INTRODUCE CSR BECAUSE

Although corporate social responsibility (CSR), sometimes referred to as social responsibility in business, is by no means a new concept, many observers agree that globalization has expedited its development and importance. Raising the average living level of the population fast and sustainably is the main objective of economic reform in India. To accomplish this goal, rapid wage growth and more employment in productive positions are necessary. (Chaudhuri, 2001: 8)^[13].

CSR MOVEMENTS IN INDIA

The Companies Act, 2013, which was passed by the Ministry of Corporate Affairs, Government of India, represents one of the biggest challenges in the history of the globe in making CSR an essential component. Companies must implement CSR programs for social welfare projects in accordance with this regulation. India is the only country that does so, and only a few certain types of firms incorporated under the Act are subject to CSR rules and obligations. This CSR program will urge the country to strive toward attaining its sustainable development goals with the aid of the public-private partnership^[14].

COMPANY PROFILE OF SLN GROUP

The second most consumed beverage worldwide is coffee. It has incorporated itself smoothly into our daily lives. Nowadays, people appear to find comfort and stress alleviation in coffee aroma. What better way to get people together for a meeting, a discussion, or to become friends over a shared interest than over a cup of Coffee. People frequently like visiting coffee shops and cafes for the best coffee-drinking experience^[15]. In order to give this aroma of coffee easily at home with a comparable flavour, SLN Coffee Pvt. Ltd. founded itself as a promising company years ago with the purpose of providing delight to the public all over the world. The infectious spirit of SLN Coffee is perfect. healthy, robust, filling, and gratifying We are steadfast in our devotion, unambiguous in our principles, committed to perfection, and content with our responsibilities since it satisfies our dedication. responsibility, excellence, and integrity^[16].

This is the story of a man who, in 1956, overcame all challenges and used persistence, determination, and sheer force of will to build a business empire. This is the story of a seed that developed over time into a strong tree. The story of The SLN Group serves as an example of entrepreneurship by a 60-year-old^[17].

SLN stands for the initials of the ancestors, *Sathappan Lakshmanan Narayanan*. In the Chettiar Community, families are identified by their initials. When the late Shri SLN Sathappa Chettiar acquired a 1,000-acre coffee plantation from the Rajah of Chettinad, the SLN Group was established more than 50 years ago. He enjoyed success in the coffee business once more, expanding capacity by a 100-acre plantation in 1973 and by an additional 200 acres in 2003. In 1997, SLN Coffee Company started small-scale green coffee commerce and later constructed SLN Exports, an export facility^[18].

The business was officially renamed from S.L.N. Exports Corporation to S.L.N. Coffee Private Limited on April 21, 2004, and it was formed as a private corporation. In 2006, the SLN Group's comprehensive coverage of the coffee industry entered a new stage with the launch of the Instant Coffee Division. In the end, SLN Coffee became a brand for "LEVISTA COFFEE." In addition to delivering approximately 10,000 MT of green coffee each year, SLN Coffee Company is a substantial supplier of processed coffee, including roasted ground coffee powder and soluble (instant) coffee powder. SLN Coffee now offers the full coffee experience, from the coffee field to the cup^[19].

The SLN Group has grown from a tiny seed planted half a century ago into a sturdy tree with branches extending into numerous industries. They established SLN Timbers in 2006. In 2010, the same year the SLN Eden Garden opened, S.L.N Properties & Developers was established. Their educational arm, the Nalanda Gurukula International Public School, was also formed by them. The Group started selling petroleum products through retail establishments in 2013. The SLN company's five-star Purple Palms Property & Spa debuted its doors in 2016. In order to taste the best coffee, they opened the Levista Café in 2022^[20].

CSR AT SLN COFFEE Pvt. Ltd. Co

Over the years, SLN Group has got itself involved in many CSR programmes which have benefited many people. Several activities like Education/ Literacy Enhancement, Environment Protection / Horticulture, Infrastructure Development, drinking water/ Sanitation, Healthcare/ Medical facility, and Community Development / Social Empowerment have been actively supported and encouraged by CSR initiatives of SLN^[21]. The objective of the SLN CSR Policy is to:

1. Assure there is a stronger dedication to conducting business in a way that is sustainable on all levels—economically, socially, and environmentally—while taking into account the demands of all the organization's stakeholders.
2. Setting up programmes that, over time, improve the quality of life and financial stability of the local people in the communities surrounding its employment locations.
3. To increase confidence in the neighborhoods where SLN now operates or plans to do so.

Table 4: CSR Expenditure of SLN Group for the last 6 years

| FY | CSR Expenditure [₹ Lakhs] |
|-----------|---------------------------|
| 2016-2017 | 300,000 |
| 2017-2018 | 5,00,000 |
| 2018-2019 | 4,00,000 |
| 2019-2020 | 600,000 |
| 2020-2021 | 500,000 |

Source: Compiled by the Researcher

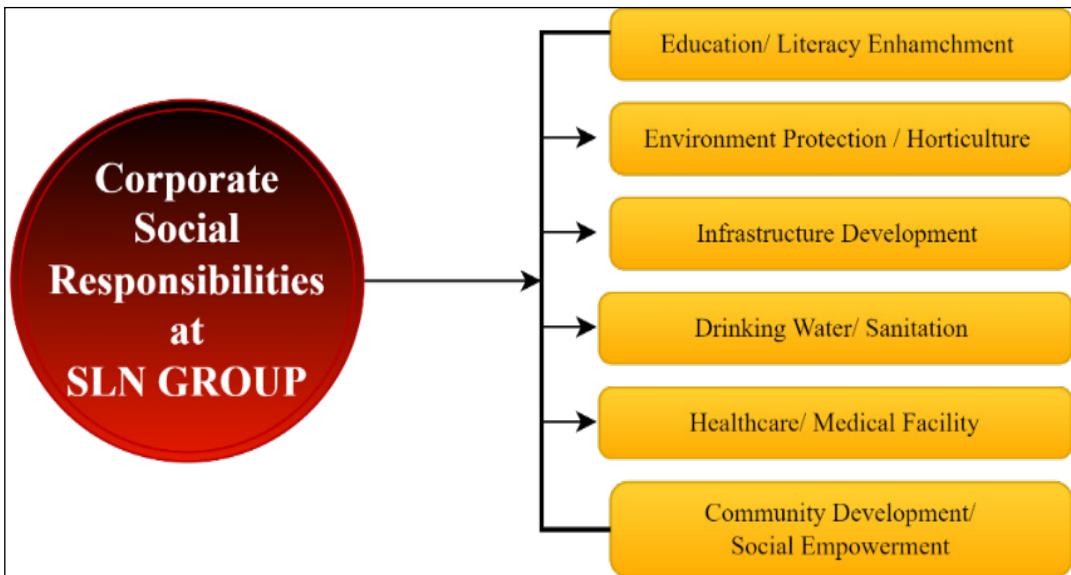
Through the aforementioned CSR programs in India, the SLN Group has impacted the lives of numerous thousands of individuals since its foundation. All of the up to this point described initiatives and endeavors are meant to reshape the nation. This is the Reliance Foundation's objective. Reliance intends to increase its efforts, notably through digital technology, to reach even more people in certain rural regions of the Kodagu District now that the socially beneficial initiatives have spread to every corner of India.

CORPORATE SOCIAL RESPONSIBILITY AND ATTAINING SUSTAINABILITY AT SLN COFFEE PVT. LTD

The global coffee industry faces many sustainability challenges of which serious adaptation and transformation techniques are required in order to get it back on the right path^[22]. At the same time, the social sustainability challenges within the coffee industry are severe as coffee farmers earn less money from coffee cultivation, and many of them remain living in poverty^[23]. The stakeholders of companies are increasingly demanding that companies take CSR responsibility along the whole value chain^{[24] [25]}.

Focus Areas of CSR in SLN Coffee Pvt. Ltd Company

SLN, through its CSR initiatives, will continue to enhance value creation in the society and in the community in which it operates, through its services, conduct & initiatives, so as to promote sustained growth for the society and community, in fulfillment of its role as a Socially Responsible Corporate, with environmental concern^[26].



Source: Compiled by the Researcher

Fig. 1: Areas of CSR in SLN Coffee Pvt. Ltd Company

1. Education/ Literacy Enhancement

Business organizations recognize education as one of the building blocks of any nation and consider it as a priority area for their CSR activities. Their aim is to nurture young minds and educate them, to benefit the communities they are operating in by increasing their literacy levels, and thereby contribute towards the nation's development^[27].

Education/ Literacy Enhancement –

- (a) Construction of School & College Buildings and extensions of classes and lab facilities for Schools & Colleges.
- (b) Support to Technical/Vocational Institutions for their self-development.
- (c) Academic education by way of financial assistance to Primary, Middle, and Higher Secondary Schools and Colleges including Special Education.
- (d) Adult literacy especially amongst those belonging to BPL.
- (e) Awareness programmes on girl education.
- (f) Special attention on education, training, and rehabilitation of mentally & physically challenged children/persons and Counseling of parents.
- (g) Spreading legal awareness amongst people and disadvantaged sections of society about their rights & remedies available.
- (h) Promotion of Professional Education by setting up educational institutions offering courses in Engineering, Nursing, Management, Medicine and in Technical subjects, etc.
- (i) Provide fees for a period of one year or more to the poor and meritorious, preferably girl students of the school in the operational area of the Company to enable them to get uninterrupted education.

2. Environment Protection / Horticulture

The activities undertaken in the field of environmental protection are dominated by those which are directly related to the construction activities conducted. For them, activities going beyond that scope, such as supporting initiatives or promoting pro-ecological behaviour, are much less important. [28].

Environment Protection / Horticulture –

- (a) Providing financial assistance for Environment Management and Pollution Control.
- (b) Green belt Development.
- (c) Afforestation, Social Forestry, Check Dams, Parks.
- (d) Development of jobs related to agro product i.e., Dairy/Poultry/farming and others.
- (e) Plantation of saplings producing fruit.
- (f) Animal care.

3. Infrastructure Development

The infrastructure may influence productivity. The demand and supply of infrastructural services may be determined by economic growth^[29].

Infrastructure Development –

- (a) To develop infrastructural facilities for providing electricity through Solar Lights or alternative renewable energy to the nearby villages. Recurring expenditures should be borne by the beneficiaries.
- (b) Community kitchen through natural gas alternative Energy (Solar / Wind)/Biomass/Bio Gas etc.
- (c) Infrastructure Support for construction, repair, extension, etc. of the Old age home, auditorium, playground, parks, Municipal & Corporation initiatives, etc.,

Drinking water/ Sanitation

CSR focuses on the effort of enterprises to achieve not only economic goals but to balance them with social and environmental goals. Although CSR is not a new concept, due to the growing problems associated with environmental pollution, social challenges, and globalization processes, the interest in the concept has grown. The water and sanitation sector, the CSR concept is particularly important for several reasons. First, it stems from the specificity and role of the activities of these enterprises for the benefit of society by providing water in a safe and responsible manner. In addition, it is a concept that can strengthen the social credibility and confidence of society and an enterprise's customers. This is particularly important given the importance of water, including its quality, which has a high value for society and life^[30].

Drinking water/ Sanitation -

- (a) Installation / Repair of Hand Pumps / Tube Wells.
- (b) Digging/Renovation of Wells.
- (c) Gainful utilization of wastewater from Underground Mines for cultivation or any other purpose.
- (d) Development/construction of Water tanks/Ponds.
- (e) Rainwater-harvesting scheme.
- (f) Formation of a Task Force of Volunteers to educate people regarding the proper use of drinking water.
- (g) Empowerment to the villagers for the maintenance of the above facilities for the availability of water.
- (h) Buildings Toilets in Villages and Schools and Solid Waste Disposal

4. Healthcare/ Medical facility: Healthcare is a basic necessity for any society. The highest contribution to healthcare CSR by establishing hospitals, operating health camps, providing medical assistance, assistance to mothers and neonatal, etc.^[31].

Healthcare/ Medical facility

- ❑ Providing financial assistance to Diabetics detection and Hypertension camps, Senior citizen Healthcare wellness clinics, AIDS, TB, and Leprosy Patients preventing social evils like alcohol, smoking, drug abuse, etc.

5. Community Development / Social Empowerment: The status of women in all countries of the world is important today. Different Five years plans have highlighted the welfare measures and advancement for women. Empowerment of women through gainful employment is a component as well as an instrument of development in any country^[32].

Community Development / Social Empowerment –

- (a) Employment facilities should be provided to the community people especially to the backward section by providing education and training thereby developing their skills for suitable Employment.
- (b) Co-operative Societies should be formed by the active participation of local people in setting up Dairies, Poultryies, etc., which will also help to generate self-employment.
- (c) To provide assistance to villagers having small patches of land to develop mushroom farming, medicinal plants, farming & other cash crops to make them economically dependent on their available land resources. Training may be provided by agricultural experts for the above farming.
- (d) Organizing training programmes for women on tailoring Embroidery designs, Home Foods/ Fast Foods, Pickles, Painting and Interior Decoration, and other Vocational Courses.

6. Relief for Victims from Natural Calamities

- (a) Providing clothes
- (b) Supplying of Food & water
- (c) Providing Shelter
- (d) Health Care and Medical Treatment for the victims
- (e) Rebuild Houses

SWOC ANALYSIS

For SLN Coffee Pvt. Ltd. Co., the following strengths, weaknesses, opportunities, and challenges are noted below with the focus group method. Its main goal is to determine the tactics that will build a business model tailored to the company that will best match the resources and competencies of the organization with the demands of the environment in which the firm operates^[33].

Table 5: SWOC Analysis on CSR Activities and environmental sustainability

| SOWC Analysis | |
|---|--|
| Strength | Opportunities |
| <ol style="list-style-type: none"> 1. CSR enhances a group’s brand image and reputation. 2. CSR aids businesses in breaking into new markets. 3. Strong international brands and strong Brand equity are achieved with the aid of CSR. 4. CSR increases public confidence. Customers are more likely to make purchases from a business that supports and takes part in charitable endeavors. 5. CSR expands SLN Group’s investing opportunities. 6. CSR improves a company’s ability to grow sustainably. | <ol style="list-style-type: none"> 1. Business and society may both benefit from knowing the real environmental facts. 2. Enhanced impact of the company’s brand on consumers’ minds. 3. Integrating ethical business practices into the educational process aids in the development of organizations’ and future managers’ relevant cultures. 4. Establishing fresh business chances in several industries. |
| Weakness | Challengers |
| <ol style="list-style-type: none"> 1. There is a lack of awareness of the SLN Group among the public. 2. Organizations only occasionally implement international CSR standards. 3. There is a lack of communication between businesses and the public. 4. There are numerous competitive alternative products available. 5. Because of a lack of discretion and a time crunch, other people’s work is repeated. | <ol style="list-style-type: none"> 1. Simply stated, there aren’t enough governmental policies to promote CSR. 2. The legal system isn’t always consistent. 3. Lack of contact and awareness among customers and people. 4. Lack of knowledge of social and cultural issues. |

FINDINGS

1. The number of stakeholders in a society has always been a factor in business. CSR has become a popular and strong tool for fostering social commitments as well as a company reputation. The responsibility of Corporations and other profit-making enterprises towards society is known as Corporate Social Responsibility (CSR). What it really is a voluntary effort by businesses to improve society and the environment. Companies must thus evaluate and emphasize CSR efforts as an integral part of their daily operations.
2. According to the findings of the research, business units have mostly concentrated on the following activities:

Swachh Bharat Kosh is a Central Government initiative to promote cleanliness and make safe drinking water available. This includes eradicating hunger, poverty, and malnutrition. It also promotes preventative health care and sanitation.

 - Aims at promoting learning, particularly special education and the development of occupational vocation skills. Particularly for children, women, the elderly, and individuals with disabilities, as well as programmes aiming at strengthening people’s living standards.
 - Promoting rural sports, as well as sports that are nationally recognized, the Paralympics, and Olympic events.
 - Rural development projects

3. Some discrepancies exist in CSR activity disclosure patterns. Each business unit has provided all of the essential information, but they are still lacking a standard structure for disclosure.

SUGGESTIONS

1. People are concerned about corporate responsibility for a variety of reasons. As a result, businesses must provide statistics on corporate sustainability in both quantity and quality. As a result, corporate social responsibility statistics must be precise (CSR).
2. Designing, financing, implementing, and documenting CSR programmes, as well as monitoring and assessing them, are all skills that CSR workers must learn.
3. Agriculture is India's most important and significant industry. As a result, significantly more agricultural investment is required.
4. To improve the company's financial success while simultaneously expanding the benefits to recipients, CSR programmes must be well-structured for the long run. The corporation may be able to serve the community as a whole through CSR efforts.
5. Businesses must boost customer trust, decrease risks, and create long-term value by establishing a positive relationship between CSR and profitability.
6. Businesses are responsible for informing the general public and other stakeholders about their commitments. Communities should be involved in the planning, organizing, implementing, and evaluating of CSR projects by businesses. It will encourage constructive relationships among stakeholders.

CONCLUSION

To summarize, corporate social responsibility (CSR) is an increasingly significant aspect of business. Companies are exploiting societies and the environment's resources. As a result, they must assume some level of responsibility for them. Consumers prefer companies who engage in CSR projects and are willing to pay more for their products. To be honest, corporate social responsibility isn't the most important aspect in determining a company's sales and profits. A multitude of other elements have an impact on a company's sales and net profit. According to the study's findings, CSR has no bearing on a company's sales or net profit. In certain circumstances, a mixture of both or none of them may be effective. Creating trusts and foundations seems to be a favourite route of CSR practice by Indian companies, but largely such trusts and foundations work at an arm's length from the company preventing the mainstreaming of CSR into the core business processes and limiting CSR to the community development only.

REFERENCES

1. Aithal, P.S. and Aithal, S. 2019. New Directions in Scholarly Research–Some Fearless Innovations & Predictions for 21st Century Research. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, **4**(1): 1-19.
2. Arora, B. and Puranik, R. 2004. A review of corporate social responsibility in India. *Development*, **47**(3): 93-100.

3. Biswas-Tortajada, A. and Biswas, A.K. 2015. *Sustainability in coffee production: creating shared value chains in Colombia*. Routledge, **1**(1) 1-50.
4. Corporate Social Responsibility. 2021. <https://www.businessnewsdaily.com/4679-corporate-social-responsibility.html> 07-03-2022.
5. Ebekoziem, A., Samsurijan, M.S., Aigbavboa, C., Firdaus, R.B.R., Azazi, N.A.N. and Amadi, G.C. 2022. Infrastructure development in higher institutions: the role of private organisations via unexplored expanded corporate social responsibility (ECSR). *Property Management*, **1**(1): 1-20.
6. Gogoi, B.J. 2021. Brand Performance in the Covid-19 Period. *International Journal of Management (IJM)*, **12**(3): 550-561.
7. Goel, M. and Yamdagni, P. CSR in Education: A Case Study of Tatasteel Ltd. *Journal of Management and Administration Tomorrow*, **39**.
8. Halaburda, M. and Bernaciak, A. 2020. Environmental protection in the perspective of CSR activities undertaken by polish enterprises of the construction industry. *Ekonomia i Środowisko-Economics and Environment*, **75**(4): 12-12.
9. Hossain, M.S., Yahya, S.B., Rahman, S., Sobhani, F.A. and Rahman, R. 2019. Corporate Social Responsibility in Healthcare: A case of Islamic Banks (IBs) in Bangladesh. *Bangladesh Journal of Medical Science*, **18**(3): 567–573.
10. Katter, S.M. 2021. A case study of the CSR communication strategies in the Nordic coffee industry.
11. Kapoor, S. 2019. Entrepreneurship for economic and social empowerment of women: A case study of a self-help credit program in Nithari Village, Noida, India. *Australasian Accounting, Business and Finance Journal*, **13**(2): 123-142.
12. Levista Coffee. 2022. https://www.justdial.com/jdmart/Coorg/Sln-Coffee-Pvt-Ltd-KIADB-Industrial-Area-Kushalnagar/9999P8272-8272-130129153430-X3M1_BZDET/catalogue retrieved on 08-03-2022.
13. Mishra, S. and Khan, S. 2017. Corporate social responsibility. *Mangalmay Journal of Management & Technology*, **7**(2): 47-52.
14. Namreen Asif, V.A. and Panakaje, N. Entrepreneurship to Private Limited Company: SLN Coffee Pvt. Ltd. Co’s Success Story on Creating a Successful Brand Levista.
15. Neilson, J. 2008. Environmental governance in the coffee forests of Kodagu, South India. *Transforming Cultures e-Journal*, **3**(1): 186-195.
16. Namreen Asif, V.A. and Panakaje, N. 2022. Growth of Coffee Cultivation, Consumption & Production in India – An Overview. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, **6**(2): 755-770.
17. Pawlowska, E., Machnik-Slomka, J., Klosok-Bazan, I., Gono, M. and Gono, R. 2021. Corporate social responsibility of water and sanitation company in the Czech Republic—Case study. *Energies*, **14**(13): 3981.
18. Rimbung, N. 2012. *Environmental and social responsibility in the coffee industry: a case for Oaxaca, Mexico* (Doctoral dissertation, UC San Diego), **1**(1): 1-95.

19. Roasted and grounded | SLN Coffee | The Levista | 2022. <https://www.slncoffee.com/coffee/roasted-and-grounded> retrieved on 08-03-2022.
20. Sharma, A. and Kiran, R. 2012. Corporate social responsibility initiatives of major companies of India with focus on health, education and environment. *African Journal of Basic & Applied Sciences*, **4**(3): 95-105.
21. SLN Coffee Pvt. Ltd. Green Coffee Beans Dealer. 2022. <https://www.indianyellowpages.com/Kodagu/sln-coffee-pvt-ltd-kushalnagar-kodagu-4498705/> retrieved on 08-03-2022.
22. SLN Coffee. 2022. <https://www.slncoffee.com/> retrieved on 07-03-2022.
23. SLN Properties and Developers - Real Estate Projects by SLN Properties and Developers Builders & Group <https://www.addressofchoice.com/property-in-sln-properties-and-developers-d4091>. Retrieved on 08-03-2022.
24. Levista Coffee. 2022. https://www.justdial.com/jdmart/Coorg/Sln-Coffee-Pvt-Ltd-KIADB-Industrial-Area-Kushalnagar/9999P8272-8272-130129153430-X3M1_BZDET/catalogue retrieved on 08-03-2022.
25. Samper, L.F. and Quiñones-Ruiz, X.F. 2017. Towards a balanced sustainability vision for the coffee industry. *Resources*, **6**(2): 1-28.
26. Shailashri, V.T. and Aithal, P.S. 2018. A study on Corporate Social Performance of Coco Cola. *Exploring Avenues in Banking, Management, it, Education & Social Sciences*, **1**(1): 116-125.
27. VA, N.A. and Panakaje, N. Entrepreneurship to Private Limited Company: SLN Coffee Pvt. Ltd. Co's Success Story on Creating a Successful Brand Levista.
28. VA, N.A. and Panakaje, N. A Review of the Factors Impacting Coffee Cultivators (Growers) and the use of Plantation Agriculture Schemes.

