

RECOMMENDATIONS:

In view of the findings of the study, the following recommendations have been made which may help in increasing the effectiveness of CSR in MNC's:

1. It may be recommended that companies focus more on the well-being of their employees specially in terms of ensuring work-life balance and competitiveness of wages.
2. In order to implement CSR guidelines in a more effective manner the companies must either train their existing manpower or acquire skilled know-how from the social field.
3. To ensure that the companies lead the way, they should conduct CSR activities effectively and increase their effectiveness so that it results in larger economic benefits to the firm.
4. In today's scenario, it is very essential the government comes up with proper institutions which are proficient in executing CSR policies effectively.
5. With respect to enhance CSR performance, the companies are required to focus effectively on redressal of customer complaints wherein adherence, commitment towards providing value and accuracy of information about product is ensured.
6. The companies must create growth opportunities for their employees, maximize the value for their shareholders and sustain in an environment-friendly manner without harming the natural resources and the general public and the message should be exhibited in the Mission and Vision Statement of the companies.

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