

CHAPTER V CONCLUSION

In conclusion, Coca-Cola company in Haryana has a quite helpful role especially in economic growth. India economy is not too advanced. However, Coca-Cola company helps the government in Haryana and India to improve their economy through job vacancy, small businesses around Coca-Cola company. Furthermore, Coca-Cola company also helping and providing the community around Haryana and India in the form of the Corporate Social Responsibility program. It helps the government in India reduce the problems that occur in India, especially in the economic fields. Therefore, there are many benefits from the Coca-Cola company through this economic growth, and it is proven fact that foreign companies can improve economic growth in host country. As a proof, Coca-Cola company cooperates with the government in several ways such as taxes, and investment. The Coca-Cola company invested as much as US \$5 billion in 2012.

In addition, Coca-Cola company also provide jobs to the community with opportunities to grow and develop. The Coca-Cola company has contribute by hiring local people. Economic growth can be measured by the Gross State Domestic Product (GSDP), where there is significant economic growth from year to year, especially from 2012 to 2014. It is also related to the increase in Gross Domestic Product (GDP) in India. Beside that, per capita income in Haryana also increase, even it can increase two times higher than the income of all India. The Coca-Cola company employs around 25,000 direct workers and there are more than 150,000 indirect people. The presence of the Coca-Cola company creates new businesses directly also indirectly effects through a multiplier effect.

The economic growth that occurred in Haryana caused by the Coca-Cola company was not only in increasing Gross State Domestic Product or Gross Domestic Product and per capita income. However, there is also assistance from companies which is a matter of corporate social responsibility (CSR). The Coca-Cola company has a program in the economic field. In this field, the company provides training for retailers of beverage from Coca-Cola company with the aim that retailers can improve the business so their economy can improve automatically. This program is called "Parivartan" the Coca-Cola company in this program reaches out to remote villages in India. Besides, there are also programs in the environmental field. In the program, the Coca-Cola company makes a water dam which is replenished. This program works with Coca-Cola foundation, which in 2014 built more than 100 dams throughout India and benefited more than 500,000 residents. Meanwhile, there is also a CSR social program called Support My School (SMS). This program helps government in the field of education that focuses on revitalization. Several schools do not have sufficient facilities. As a result, many children are not attending school especially for girls, because there is no particular toilet for women.