CORPORATE SOCIAL RESPONSIBILITY IN INDIA

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ABSTRACT
The concept of corporate social responsibility has gained prominence from all avenues. Organizations must realize that government alone will not be able to get success in its endeavor to uplift the downtrodden of society. The present societal marketing concept of companies is constantly evolving and has given rise to a new concept—Corporate Social Responsibility. Many of the leading corporations across the world had realized the importance of being associated with socially relevant causes as a means of promoting their brands. Most of the companies throughout the world had accepted that business is not just for making money and this is evident through their involvement in various community developmental activities. Many Business firms had realized the importance of using business ethics as a tool for retaining customers and increasing its market share by highlighting the initiatives it has taken for providing a clean environment for the society. Also some companies started using the CSR as a strategy, which aims at mutual development of company and the community simultaneously. This paper discusses the concept of Corporate Social Responsibility (CSR), need for CSR, CSR in India and also offer suggestions for corporate in designing their CSR initiatives.

KEY WORDS: Community, Corporates, CSR, Society.

Reference


