MODELING CSR PRACTICES

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ABSTRACT

The evolution of the concept of Corporate Social Responsibility (CSR) from being ‘a way of giving back to the society’ to ‘responsibility of enterprises to create social value’ has attained remarkable impetus in business and national narratives.

CSR has become a vital component, crossing functional boundaries, and has begun to fundamentally affect the way in which a company conducts business. It has become more important as the Government of India has made it mandatory for Industries to spend 2% of their profits on csr initiatives. Some organizations have enhanced their core values space, to include corporate social responsibility.

Almost all corporate reports highlight the initiatives adopted for CSR, including the money spent and the outcomes being generated. It is beginning to ensure that the organization is fulfilling the obligations towards society which in turn would lead to them earning a ‘social license’ to initiate and/or continue business operations.

This surge in csr has many benefits for the organization too. It places the organization on a growth path which is sustainable. Crafting sustainable business models will change the way a business is
operated, ensuring the financial value is delivered to the stakeholders in integration with the societal contribution.

CSR enhances the corporate identity, revenue, customer loyalty, and increased ability to attract and retain employees. Employee engagement programs in organizations are ensuring that employees are part of the ‘CSR frame’.

The HR function also has a critical role to play towards the organization achieving success in a sustainable manner. It is also aiding companies develop an approach to promote active participation across hierarchies and horizontal structure of the organization.

Our research aims to study how private and public organizations in India have responded to the CSR challenge, the distance travelled and the road ahead through primary and supportive secondary research.

**KEYWORDS:** CSR, Sustainability, Private and Public companies, Strategies, Culture, Values.

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**References:-**

We have undertaken the primary Newspaper Articles from Mumbai mirror Newspaper, Author has beautifully captured various companies doing CSR in influential way, and out the list we studied few companies having similar alignment.

**NEWSPAPER ARTICLES**

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