



## A 'KISS' OF FERVOR: A CSR OPPORTUNITY FOR TRIBAL UPLIFTMENT

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### ABSTRACT

*Till about two decades ago Corporate Social Responsibility was relatively an unknown subject worldwide, although it was present in the form of charity and philanthropy. Aggravated by the Enron in USA and then by the Satyam's Case in India the understanding of the social responsibility and the role it should play in today's organizations has taken a paramount importance. In India Companies Bill, 2011 put down for the consideration and passing by the Parliament in the present session makes it compulsory for the profitable government and private sector companies to allot 2% of their net profits incurred in the previous three financial years on CSR programmes. But reports say that most of the companies are not able to utilize this fund supposed to be utilized for the corporate social responsibility projects in 2011-12 in India. Thus, the proper and full utilization of the funds allocated becomes a big concern for the corporate sector.*

*In this regard Kalinga Institute of Social Sciences (KISS) presents itself as a good platform to attract investments. This institution is a well recognized successful model of tribal empowerment through education not only in India, but all over the world. This paper presents the exemplary roadmap that KISS has developed after its inception which has opened new avenue for corporate world to join hands in eradicating poverty and work for tribal empowerment in eastern part of India by being a social partner with KISS.*

**KEYWORDS:** *Kalinga Institute of Social Sciences, Corporate Social Responsibility, Education, Tribal Empowerment.*

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