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IMPLEMENTATION OF CSR: A STUDY ON SELECT INDIAN FIRMS

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ABSTRACT

“We believe that the leading global companies of 2020 will be those that provide goods and services and reach new customers in ways that address the world’s major challenges—including poverty, climate change, resource depletion, globalization, and demographic shifts.”

In the past, most businesses were managed with an almost exclusive focus on growing profits, displaying lack of ethics in their operations, and adversely affecting the society and the environment etc. The idea of responsible business behaviour is far from new. But since the 1990s, increasing concern over the impacts of economic globalization has led to new demands for corporations to play a central role in efforts to eliminate poverty, achieve equitable and accountable systems of governance and ensure environmental security. The agenda that has resulted from these concerns has variously been called ‘corporate citizenship’, ‘corporate social responsibility’ (CSR), ‘corporate accountability’ or simply ‘corporate responsibility’.

An attempt is made in this paper to trace the factors that motivate companies to get into CSR and thereby few examples of CSR practices adopted by Indian Corporate

KEYWORDS: *Corporate Social Responsibility, Indian Companies CSR, Motivation for CSR.*