

CORPORATE SOCIAL RESPONSIBILITY INITIATIVES TOWARDS RURAL INFRASTRUCTURAL DEVELOPMENT: AN INDIAN PERSPECTIVE

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ABSTRACT

Social Responsibility is the commitment of corporate houses towards the society. Corporations must take into account, their decision and operations that are going to affect the masses at large. CSR shows the way business achieves ethical and moral standards and gets an equitable distribution of economic, social and natural resources to fulfill the suppositions of their stakeholders. Corporate Social Responsibility is not only confined towards customers but also towards their employees, suppliers, investors/shareholders and government too as they actually constitute a society surrounded with an interactive environment. This research is mainly focus on holistic view of CSR and recent CSR practices of corporate houses to develop the rural areas through providing basic infrastructural services and also trying to remove regional imbalance caused due to operational loopholes or inability of authorized agencies.

KEYWORDS: Corporate Social Responsibility, Sustainable Development, Holistic Rural Development, Infrastructural Services.

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