

CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA

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ABSTRACT

Corporate social responsibility refers to corporate conscious, corporate citizenship, social performance or suitable responsible business. CSR is based on triple bottom line approach that includes people, plant and profit. India is land of ethics and values. These ethics and values are embedded in business houses too. It has seen that most of the companies in India have strongly been adopting corporate social responsibilities in their corporate policy to accomplish competitive advantage, profitability and performance. In our country Govt. of India has been providing emphasis on the growth of the corporate social responsibility. Here in this paper an attempt has been made to discuss relevance of CSR and various practices adopted by companies.

KEYWORDS: Corporate Social Responsibilities, Companies, Practices, Globalisation, Stakeholders.

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