

10

Different Perspectives of Corporate Social Responsibility

Editors:

Prof. V. Shunmugasundaram

Dr. Amar Kumar Mishra

Dr. Priyanka Gujrati



DISHA INTERNATIONAL PUBLISHING HOUSE
Greater Noida

2



Published by

DISHA INTERNATIONAL PUBLISHING HOUSE

88, Bhunna Taga, P.S. Rabupura,

Greater Noida-203209 (INDIA)

Mob. : 7080806934, 9760316934

E-mail : dishainternationalpublishing@gmail.com

Website : www.dishainternationalpublishing.com

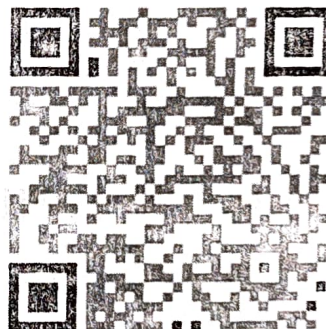
Also Available at:

amazon.in

For Amazon Scan QR Code



For Snapdeal Scan QR Code



© Editors

Different Perspectives of Corporate Social Responsibility

Edition: 2020

ISBN: 978-93-84782-71-5

All rights are reserved with the editors, including the right to translate or reproduce this book or parts thereof except for brief quotations in critical or reviews.

Printed by Disha International Publishing House

2

Content

Preface

vii

Acknowledgement

xi

Section A Corporate Social Responsibility: Basic Concept

- 1 A Study on Corporate Social Responsibility In India – 1-12
An Overview
Dr. R. Seenivasan
- 2 Corporate Social Responsibility: Concept And 13-32
Implications
Dr. Sumbul Zaman
- 3 Corporate Social Responsibility: Trajectory of Business 33-40
World
Dr. Sanjay J. Bhayani and Dr. Butalal Ajmera
- 4 Corporate Social Responsibility: 41-52
An Inference Through Vedantic Philosophy
Ms. Saumya Kapoor Sharma and Mr. Anubhav Sharma
- 5 Working of Corporate Social Responsibility In India 53-61
Mahantesh V. Angadi

Section B Corporate Social Responsibility and Different Sectors

- 6 A Study on Impact of Corporate Social Responsibility on 62-69
Health, Education, Environment, Economy And Society
Dr. E. Viswanathan
- 7 Corporate Social Responsibility- An Analysis of 70-82
Environmental Issues
Seema Jain and Pawan Kumar Dhiman
- 8 Corporate Social Responsibility: Legal Status In India 83-96
Dr. Mukesh Chauhan
- 9 Role of Government In Promoting Corporate Social 97-109
Responsibility
Dr. Arun Kumar

Corporate Social Responsibility- An Analysis of Environmental Issues

Seema Jain, Research Scholar

&

Pawan Kumar Dhiman, Professor

Department of Management & Humanities, Sant Longowal Institute of Engineering & Technology, Longowal -148106, Punjab, India

ABSTRACT

Today, Corporate Social Responsibility (CSR) has achieved greatest attention as a fundamental commercial practice in the industrial world. It is basically a thought whereby companies assimilate environmental and social concerns into their commercial operations and their collaboration with their stakeholders deliberately. It is signified by involvements commenced by corporations to the society through its professional behaviours and social financing. CSR is a responsible factor of an association for its decisional influence on the environment, society and its own abundance recognized as the 'Triple Bottom Line' of profit, people and planet. CSR also simplifies the arrangements of business operations with the help of social values which is great challenge for the firms. CSR can be considered as convergence point of several initiatives targeted for the socio- economic progress of the society. The corporate sector through these initiatives has clearly demonstrated their competence to improve the life quality and make a noteworthy transformation of the community. In India, CSR is recognizing as a major instrument to provide social value in business. This paper aims to understand the concept of CSR and to study the environmental issues related to CSR.

Economic Progress, Transformation, Environmental Issues