

## **CORPORATE SOCIAL RESPONSIBILITY: STRATEGIES, ISSUES AND CHALLENGES TO INDIA**

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### **ABSTRACT**

**C**orporate social responsibility is a commitment to improve community well being through discretionary business practices and contributions of corporate resources. Corporate Social Responsibility is not a new concept in India. CSR is in a very much budding stage. Citibank, PepsiCo. And McDonald's are the examples of corporate social responsibility or business virtue that is practices that improve the workplace and benefits society in ways that go above and beyond what companies are legally required to do? What do these activities signify? Through donations and charity events, many other organizations have been doing their part for the society. The basic objectives of CSR in these days are to maximize the company's overall impact on the society and stakeholders. CSR policies, practices and programs are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. Many companies think that corporate social responsibility is a peripheral issue for their business and customer satisfaction is more important for them. They imagine that customer satisfaction is now only about price and service, but they fail to point out on important changes that are taking place worldwide that could blow the business out of the water. This paper emphasis on the strategies of CSR and issues and challenges faced by the activities in India. It exemplified the sense of responsibility towards the upliftment of common masses and protection of the environment and development of the nation.

**KEYWORDS:** *Corporate social responsibility, corporate strategies, economic development, CSR initiatives, issues and challenges.*