

CORPORATE SOCIAL RESPONSIBILITY: A NEW CORPORATE WAVE IN MODERN INDIA

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ABSTRACT

Human beings have always been responsible for whatever they have done with their lives. They are the ones who have transformed the economies, developed the countries and modified the lifestyles. This could have been largely possible because of the corporate giants. India as a nation is still in a developing state. It still has to undergo plenty of transformations and in this process of change MNCs and other business giants play a pivotal role.

Corporate Social Responsibility a term coined in the 1960s is gaining significant momentums in India of the 21st century .Corporate houses are realizing their responsibilities towards their customers, society and the environment. They are not merely trying to meet their yearly profit margins but also seeking to create a better and healthier tomorrow for the society. Corporate social responsibility has become the need of the hour and the future of India deeply rests upon the fact that how closely are its MNCs are socially responsible.

In our paper we will discuss CSR and its role in developing India.