

**CORPORATE SOCIAL RESPONSIBILITY OF
BANKING COMPANIES IN INDIA:
WITH REFERENCE TO HYDERABAD,
KARNATAKA REGION**

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ABSTRACT

Recently the CSR has gained much attention in the corporate world and much more especially in banking sectors for providing services to their customers. Financial institutions like banks are considering CSR majorly under the fact that the CSR influence profitability of institutions. Further, Financial institutions influence the profit or loss of its customers, and drive the economy of the whole nation. In this paper, researcher made an attempt to study on role of CSR in banking services. The study has made on reliable measurement tools for evaluating the customers' perception is especially relevant to financial services because of their significant role in influencing the design and implementation of corporate strategies. Hence present paper focusing on the role of CSR (majorly studied with the customer perspective to analyze all legal and ethical requirements of banking institutions) and CSR practices in Indian Banking institutions.

KEY WORDS: CSR practices, ethical and legal requirements, banking.