

A STUDY ON ROLE OF CSR AND ITS CHALLENGES TO PROMOTE QUALITY OF LIFE IN COMMUNITIES

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ABSTRACT

Corporate social responsibility is an umbrella term used to describe voluntary corporate initiatives concerned with community development, the environment and human rights. World Business Council for Sustainable Development defines Corporate Social Responsibility (CSR) as “The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.” CSR has a significant role in controlling the perils of uncontrolled development, satisfying the needs of the present generation and at the same time ensuring that the resources of future generations.

KEYWORDS: Corporate social responsibility, Social work, nongovernmental organizations,