



CORPORATE SOCIAL RESPONSIBILITY: AN INITIATIVE OF SOCIAL DEVELOPMENT

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ABSTRACT

When we talk about the responsibility of a business organization towards the society in the context of legal, social, geographical, environmental and economically then it is known as corporate social responsibility (CSR). Without the existence of society the business organization can't survive because the society provides the framework to operate business organization. The CSR is an initiative of corporate sector towards the society. With the help of the CSR any business organization can perform their responsibility towards the society. Now the CSR has become an important part of business strategy. The motive of this paper is to understand the concept of CSR, responsibilities of business organization to society, impact of CSR on rural development and evaluation of CSR in the context of different parties of the society. To gather the information about the above objectives the secondary data used because paper is conceptual in nature.

KEYWORDS: corporate social responsibility, social development, corporate sector.

INTRODUCTION

Every business organization survive in the society and use the many resources whether human or non human for achieving their goal. These resources are the components of this society. If a business achieves their goal with the help of society then some responsibility of business organization creates towards the society. In other words we can say that a business organization responsible towards the society by legally, socially, geographically and environmentally. When we talk about the responsibility of a business organization towards the society in the context of legal, social, geographical, environmental and economically then it is known as corporate social responsibility (CSR). Without the existence of society the business organization can't survive because the society provides the framework to operate business organization. The CSR is an initiative of corporate sector towards the society. With the help of the CSR any business organization can perform their responsibility towards the society. If a company has started such type of business that creates the pollution problems by their operation then it becomes the organizations responsibly to provide the preventive measures to society. The society also keeps the expectations about these measures. If a company does this very well then we will say that the company performing their responsibility. Now the requirement of these responsibilities has increased because the business organization has become customer oriented instead of sale oriented. If business organization performs their CSR functions towards the society with effective manner then their importance among the society definitely increase. In few years ago the society was not aware about their rights but now the every part of society aware about their rights. So there is more need to implement CSR in effective and better way.

REVIEW OF LITERATURE: