



## **A STUDY OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA**

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### **ABSTRACT**

The current economic scenario is not very encouraging as the business organizations are going through economic slowdown but Indian companies can enhance their goodwill by integrating CSR practices with core business strategies in order to improve operational efficiencies. Companies have realized that their decisions cannot be depend only on profit, companies have to take into account the environmental, demographic and social factors in mind while taking business decisions. This paper attempts to reveal organizational attitude towards various CSR practices. In this study, several findings have been identified by analyzing the different range of CSR policies, practices and activities of the companies. This study provides an evaluation of what is presently being done, and proposes several ways through which the business contribution could be enhanced in order to help more people in need. Corporate social responsibility can be stated as an integral organ of Indian business arena and hence it concluded that organizations have positive towards corporate social responsibility practices.