

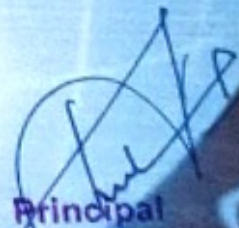


VOLUME - VI, ISSUE - I, Part - VII
AUGUST - 2017 to JANUARY - 2018

GENIUS

Peer Reviewed and Referred
UGC Listed Journal

Journal No. 47100



Principal
Shurparaka Educational & Medical Trust
M. B. Harris College of Arts &
A. E. Kalsekar College of Commerce & Management
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 201

AN INTERNATIONAL MULTI DISCIPLINARY HALF
YEARLY RESEARCH JOURNAL

GENIUS ISSN - 2279-0489

IMPACT FACTOR 4.248 (www.sjifactor.com)


Ajanta Prakashan
Aurangabad, (M.S.)



CONTENTS OF PART - VII

Sr. No.	Name & Author Name	Page No.
1	On General Insurance in India - A must for Every Individuals Socio-Economic Security Prof. Nital Kothari	1-3
2	Make in India Making the Impact on Tourism Sector Prof. Ashutosh Saxena	4-6
3	Women Entrepreneurs in India - Emerging Issues and Challenges Mrs. Geeta Pal	7-13
4	Margaret Sanger (The Pioneer of Birth Control Movement) Ms. Anjum Sayyed	14-18
5	Human Resource Accounting: Need of A Day Mr. Ansari Zahid Husain I. H.	19-23
6	Ahmed Ali: A Forgotten Literary Star Dr. Syed Mohd Abbas Rizvi	24-27
7	Brand Image Creation and Consumer Response Dr. Preeti Tripathi	28-33
8	A Study of Customers Level of Awareness about Green Banking with Reference to Banks in Thane Region Mrs. Aarti Vyas Varma	34-41
9	Antecedence and Consequence of Forest Degradation Dipanwita Banerjee	42-48
10	Management of Millennials: A Defy Dr. (Mrs) Kanchan S. Fulmali Prof. Samrat A. Gangurde	49-55
11	Agri - Commodity Derivatives Trading and its Implications on Farmers - A Way Towards Global Leadership Prof. Shital Khadakkar-Rasal	56-65
12	Indian Capital Market: Really having Appraisal of Corporate Governance in Present ERA?? Adv. Vidbi Shah	66-72
13	Issues, Challenges and Benefits of Corporate Social Responsibility in India Sujata Ritesh Yadav	73-77



Principal
Nallasopara (W) Tal. Vasai, Dist. Palghar - 401 203.
Nallasopara (W) Tal. Vasai, Dist. Palghar - 401 203.
Nallasopara (W) Tal. Vasai, Dist. Palghar - 401 203.

Issues, Challenges and Benefits of Corporate Social Responsibility in India

Sujata Ritesh Yadav

Shurparaka Education & Medical Trust's, Moinuddin B. Harris College of Arts & A. E. Kalsekar College of Commerce and Management, Nallasopara (W).

Abstract

The concept of Corporate Social Responsibility (CSR) has gained increased significance in recent years. The growing focus on CSR has changed the attitude of businesses all over the world and India is not an exception. The concept of CSR is not new to India, historically speaking social responsibility of companies well-established phenomenon in India, & the country has one of the world's richest tradition of CSR. In its oldest forms CSR in India included the concept of Corporate Philanthropy & the Gandhian Trusteeship model. But the liberalization of the Indian economy in the 1990's led to a fundamental shift from the Philanthropy based model to a multi stake holder approach whereby companies are deemed responsible for all stakeholders, including financial stake holder, employees and the community. This article discusses the concept of CSR as understood by Indian businesses in the past and the changing interpretations of the concept in the age of globalizations of expanding markets. The articles discusses the efforts towards community and social development made by both state-owned enterprises and private sector businesses. The article concludes that the future of CSR in India is bright and India's own realization that it needs CSR to achieve long term sustainability in the world economy.

Introduction of Corporate Social Responsibility

Indian Corporations, like those in other countries, have had as long tradition of being engaged in social activities that have gone beyond meeting a Corporations immediate financial objectives. The first formal attempt by the government of India to put the CSR issue on the table was in the issuance of Corporate social responsibility voluntary Guidelines in 2009 by the Ministry of Corporate Affairs (MCA, 2009). Prior to this the importance of CSR was discussed in the context of corporate governance reforms, such as in the Report of the task force on corporate excellence by the Ministry of Corporate Affairs (MCA, 2000). While the report made a business case for CSR as well as highlighted the social benefits stemming from it, the discussion was recommendatory in nature and there were little actionable points. It is in the voluntary guidelines of 2009 that the core elements of a CSR policy was spelt out that included care for all stakeholders, ethical functioning, respect for workers rights and welfare, respect for human rights, respect for the environment and activities to promote social and inclusive development with the enactment of section 135 of the companies Act, 2013.



Principal
Shurparaka Educational & Medical Trust's
M. B. Harris College of Arts &
A. E. Kalsekar College of Commerce & Management
Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203