



Dr. Nagaraju Battu

CORPORATE SOCIAL RESPONSIBILITY

Public Sectors, Private Sectors and MNCs



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CORPORATE SOCIAL RESPONSIBILITY

PUBLIC SECTORS, PRIVATE SECTORS AND MNCs

Editor

Dr. Nagaraju Battu

Head,

Department of Human Resource Management,

Acharya Nagarjuna University,

Nagarjuna Nagar, Guntur. A.P. India.



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CORPORATE SOCIAL RESPONSIBILITY IN INDIA - A STUDY

Syed Jaffer¹, Dr. Badiuddin Ahmed²

1. Research Scholar, Rayalaseema University, Kurnool, Andhra Pradesh, India.

2. Professor & Head, Dept. of Commerce, Maulana Azad National Urdu University, Hyderabad, Telangana India.

INTRODUCTION

Corporate social responsibility (CSR) is an evolving concept. In the business community CSR is alternatively referred to as "corporate citizenship", which essentially means that a company should be a "good neighbour", within its host community. With the given understanding that business has a key role of job and wealth creation in a society, Corporate social responsibility (CSR) is generally understood to be the way an organization achieves a balance between economic, environmental, and social imperatives while they address the expectations of the shareholders and stake holders. It means taking a responsible attitude, going beyond the minimum requirements and following straight forward principles that apply, whatever the size of your business. Corporate social responsibility is a function of operating a business that meets or exceeds the ethical, legal, commercial and public expectations that society has of business.

Why CSR ?

According to World Business Council for Sustainable Development, 2001, "CSR is the commitment of business to contribute to sustainable economic development, working with

employees, their families, and the local communities". Indian business has a rich history of philanthropy and organisations have long adhered to the spirit of promoting accountable and responsible businesses. Today, it has become obligatory as the Parliament has approved the new Companies Bill, which mandates that companies spend 2% of their three-year average annual profit towards Corporate Social Responsibility (CSR). It is a landmark regulation as it places India among the first few nations to have social welfare spending as part of company law and corporate social responsibility will be an essential element of the core business operations of companies.

CONSTITUTIONAL STATUS OF CSR IN INDIA

The Companies Act, 2013 is an historic milestone in the area of growth of CSR. It provides an opportunity to corporate sector to socialise its business operations. The 2013 Act has introduced several provisions, which would change the way Indian corporates do business, and one such provision is spending on CSR activities. The Section 135 of this Act states that every company having net worth of 50

ABOUT THE EDITOR

Dr. Nagaraju Battu, is the Head of the Department of Human Resource Management, Acharya Nagarjuna University. He pursued his MHRM (Andhra University), MBA (Dr.B.R.Ambedkar Open University), M.Ed., M.A. (Sociology), M.Sc. (Psychology), L.L.M., (Labour Laws) from Acharya Nagarjuna University. He was awarded M.Phil for his Research on HRM practices in Sugar Industries and his doctoral research was on HRM Practices in Dairy Industry from Andhra University. His research areas are Human Resources, Organizational Behavior and Industrial Relations. He is a life member of various Professional Bodies such as the National Institute of Personnel Management (NIPM), National HRD Network (NHRD), Indian Society for Training and Development (ISTD), Indian Society for Labour Economics (ISLE), and Indian Industrial Relations Association (IIRA).

He is one of the research supervisors of Acharya Nagarjuna University and under his guidance 34 Ph.Ds and 41 M.Phils have been awarded so far. He is the Editor for 2 Journals, Author for 6 books and has Co-authored for 27 books in the area of HRM. 76 research papers of his were published in various reputed Journals. He has taken up additional assignments like corporate responsibility as Director, Centre for HRD and successfully organized the student skill development programmes and campus placements. He is the Co-ordinator for the UGC Coaching Entry into Services, Finishing School, Career and Counseling Cell.

He is the Academic Adviser for Human Resource Management courses offered in Centre for Distance Education. Being an academician, keen to update his knowledge, he has attended many International and National Seminars. He underwent training under the Faculty Development Programme (1999) in V.V.Giri National Labour Institute, attended Orientation Courses in Andhra University (2007) and Jawaharlal Nehru Technological University (2012) and Refresher Course in Maulana Azad National Urdu University (2011 & 2016). He has been invited lectures for Employees, Academicians and Students in various organizations. As Head of the Department, he has successfully organized One International Seminar, Four National Seminars, Two Research Methodology Workshops for the Social Science Scholars (sponsored by ICSSR-SRC, Hyderabad and New Delhi). He has successfully completed a UGC Major Research Project as the Principal Investigator.



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Vrinda Publishing House

H.No: 12-118 &124, Vijetha Srinivasa Paradise Flat
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Phone: 040-24060533, 9642665303

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