

SPEND ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF SELECTED COMPANIES IN INDIA AND ITS IMPACT ON THEIR PERFORMANCE

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ABSTRACT

In early 1960, the concept of Corporate Social Responsibility was evolved; initially the main concerns of Corporate Social Responsibility were focused on creating employment opportunities, doing work on health and safety issues. In current scenario, the Corporate Social Responsibility is not just focusing on the employment, health and safety issues but it is also focusing on environmental, ethical matters and many more objectives.

Companies in India have undertaken various activities within their CSR portfolio ranging from promotion of education, eradicate hunger and poverty, gender parity and diversity & inclusion, reducing child mortality and improving health, combating HIV/AIDS and other diseases, focus on environment & reducing pollution, vocational skills to make people employable, contribution to Prime Minister's relief fund and other such state and central funds etc.

KEYWORDS: CSR, Indian Companies, Spend in CSR Portfolio