



26

The Mandatory CSR in India: A Move Towards Social Justice Through Equitable and Sustainable Development

Abstract

Corporate Social Responsibility (CSR) refers to the way the businesses should be managed to bring an overall positive impact on the communities, cultures, societies and environments in which they operate. The fundamentals of CSR rest on the fact that not only public policy but even corporate should be responsible enough to address social issues. As said by the United Nations and the European Commission, Corporate Social Responsibility (CSR) leads to triple bottom-line: profits, protection of environment and fight for social justice. Thus, CSR is "the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. This paper is an attempt to clearly bring out the major concepts and provisions

Raheena. K.M.

Assistant Professors (Ad-hoc)
MES Keveeyam College, Valanchery, Malappuram
raheenasamedkm@gmail.com