

"Dimensions and Challenges of Corporate Social Responsibility (CSR) In India"

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In India companies are practicing the Corporate Social Responsibility (CSR) for decades. Nowadays CSR became a popular basis having such good glorious examples; Indian CSR is at its growth. A lack of understanding, inadequately trained personnel, coverage, policy etc further adds to the reach and effectiveness of CSR programs. Large number of companies are undertaking these activities superficially and promoting highlighting the activities in Media. This paper focuses on the finding & reviews the dimensions of CSR and challenges faced by its activities in India.