

Corporate Social Responsibility (CSR) Strategies of Infosys

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Abstract: *This research paper explores the Corporate Social Responsibility (CSR) strategies of Infosys, a leading global technology consulting firm. The study examines Infosys' CSR initiatives across four primary domains: education, healthcare, environmental sustainability, and community development. The paper highlights how Infosys integrates CSR into its core business strategy, emphasizing the company's commitment to creating positive societal impact and fostering sustainable development.*

In the realm of education, Infosys, through its Infosys Foundation, supports programs that enhance educational infrastructure, provide scholarships, and promote skill development for disadvantaged communities. The healthcare initiatives focus on improving access to medical services, supporting healthcare infrastructure, and raising health awareness. Environmental efforts are directed towards reducing carbon emissions, enhancing energy efficiency, and engaging in afforestation and water conservation projects. Additionally, Infosys contributes to community development through rural upliftment, disaster relief, and social welfare programs.

The research utilizes qualitative and quantitative data from CSR reports and case studies to assess the effectiveness and impact of Infosys' CSR activities. It also evaluates how these initiatives align with the company's broader strategic objectives and contribute to its reputation as a socially responsible organization. The findings underscore Infosys' role in promoting sustainable development and corporate accountability, providing insights into best practices for integrating CSR into business operations..

Keywords: Corporate Social Responsibility