

Corporate Philanthropy vs. CSR: Distinguishing Concepts and Their Impact on Indian Businesses

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Abstract: *This study aims to explore the differences and similarities between corporate philanthropy and corporate social responsibility (CSR) concepts, especially in the context of Indian businesses, and to understand their effectiveness. The scholar examines the Indian literature and some case studies to show how these definitions and theories are actually practiced in the Indian business milieu. Moreover, the research outlines the functional and strategic distinctions between corporate philanthropy, which is most often associated with goodwill and a sense of duty towards the community, and social responsibility, which is more and more recognized as a business necessity. In particular, using the comparative approach, the research illustrates the positive effects of both CSR and CB on brand relations and business practices generally, but emphasizes that CSR is more proactive, effective in enhancing business outturns, and delivering societal nurture in the long run. External challenges are provided to Indian firms with effective steps in incorporating CSR into core business processes thus adding value both economically and socially.*

Keywords: CSR.