

The Challenges in the Implementation of Corporate Social Responsibility with Respect to Indian Firms

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Abstract: *Corporate Social Responsibility (CSR) has gained significant importance in the Indian corporate sector due to its enduring relationship with society and the increasing influence of socio-regulatory forces. This has led to CSR being a prominent subject in public policy discussions. According to the social responsibility thesis, a corporation or individual is obligated to engage in actions that will have a positive impact on society as a whole. Each individual and every organization bears a social responsibility to maintain a balance between the economy and the ecological. The book "Social Responsibilities of Business" by William introduced the term "corporate social responsibility" for the first time. Bowen in 1953. Businesses in India have historically maintained a close association with societal matters to foster the country's development. The term used to describe this relationship is corporate social responsibility (CSR), which encompasses acts like as philanthropic contributions, engagement in community initiatives, and the provision of welfare programs inside the industry. Every economic undertaking is predicated on the assumption that human resources serve as its fundamental basis. The main objective of this study is to ascertain the sentiments of prospective business executives in India towards corporate social responsibility, commonly referred to as CSR. Corporations in India, including Tata and Nestle, have been engaging in Corporate Social Responsibility (CSR) for many years, even prior to its broad adoption. Although there are several impressive and demonstrative examples, corporate social responsibility (CSR) in India is still at an early stage of development.*

Many large corporations are implementing Corporate Social Responsibility (CSR) efforts in a disorganized manner, and these programs are being promoted and emphasized in the media. This study paper is based on the results and analysis of the challenges and obstacles faced by Corporate Social Responsibility (CSR) efforts in India

Keywords: Corporate Social Responsibility (CSR), Sustainable Development, Companies, Issues & Challenges of CSR