

An Analysis on Implementation Challenges of CSR Activities by Corporate Entities in Tamil Nadu

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Abstract: *Corporate social responsibility is a process in which all businesses band together and contributes to society's well-being and it's generally made up of two words i.e. ethics and responsibility in which ethics is always at the heart of CSR which means fastening on compensating society and other stakeholders who are directly concerned about society's quality of life and on the other side "responsibility" suggests that businesses have a duty to the communities in which they operate to address social issues and give further than simply fiscal services. Section 135 of the Companies Act, 2013 mandates that eligible Indian companies, including those in Tamil Nadu, devote two percent of their average net profits to particular social welfare projects as part of their Corporate Social Responsibility (CSR) obligations. CSR initiatives face a number of obstacles that may lessen their efficacy, despite the fact that they have gained popularity due to their capacity to improve corporate image and bring about positive social change. Even though Tamil Nadu has one of the highest levels of funding for corporate social responsibility (CSR), the execution of these programs still encounters challenges that impede the advancement of sustainable development. This paper's primary objective is to investigate the challenges Tamil Nadu businesses encounter when putting CSR initiatives into practice, with an emphasis on the discrepancy between the necessary expenditures and the real socioeconomic gains made. The study draws attention to issues like making sure businesses, the government, and civil society organizations work together.*

Keywords: Tamil Nadu, Corporate entities, Social Responsibility, Challenges, Communities

