

A Study on CSR Activities During Covid-19 in Tirunelveli City

S. Akshitha, S. Kumutha Valli Natchiyar, V. Selva Ragavi, N. Sowmya, R. Yamuna

III B.Com (CS), Department of Commerce (Corporate Secretaryship)

Sri Sarada College for Women (Autonomous), Tirunelveli, Tamil Nadu, India

Affiliated to Manomaniam Sundaranar University, Abishekapatti, Tamil Nadu, India

2020ucc64.yam@gmail.com

Abstract: *The purpose of the study is to spread information about CSR (corporate social responsibility) activities during COVID-19. This study helps to look into the psychological, social, cultural, and economic effects of a lockdown. The current scenario and the emergence of a brand-new field in management research are both examples of CSR. It includes not only what businesses or companies do with their profits but also how they come up with them. In India, numerous businesses have initiated CSR practices that have accommodated a variety of societal requirements. This study focuses on how corporate social responsibility was carried out during Covid-19 in accordance with the circumstances and requirements of the time.*

Keywords: COVID-19, pandemic, corporate social responsibility, time

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