

## Corporate Social Responsibility: Issues and Challenges

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### ABSTRACT

*Corporate Social Responsibility (CSR) has gone beyond the boundaries of the firm into the society. CSR is an emerging trend in the business of Indian economy and its growth. Now it has compulsory to all organisations to undertake CSR activities for the development of society. Now a day's a large number of companies are undertaking these activities superficially promoting and highlighting the activities in Media. This paper discusses CSR activities and its challenges faced by Indian organisations.*

**KEYWORDS:** Corporate social responsibility, CSR in India, Corporate citizenship, Profitability, society, Stakeholders.

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