

## Corporate Social Responsibility in India: Challenges and Opportunities

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### ABSTRACT

*India is one of the largest countries in the world. Across the India, people are living in the urban and rural areas and facing a lot of socioeconomic problems, particularly marginalised sections. Corporate social responsibility (CSR) is the willingness to serve the legal, environmental, economic as well as social interest of the people. A successful implementation of CSR portrays a favourable image of the company among the people, which create opportunities to increase the profit and volume. This paper an attempt is made on various challenges and opportunities of Corporate Social Responsibility in India.*

**KEYWORDS:** Corporate Social Responsibility, Challenges, Opportunities, India.

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