CORPORATE SOCIAL RESPONSIBILITY
A COMPARATIVE ANALYSIS

HENNA SIKKA* SHIKHA SINGH**

* CORRESPONDING AUTHOR, ASSISTANT PROFESSOR, DAULAT RAM COLLEGE, AND UNIVERSITY OF DELHI

**ASSISTANT PROFESSOR, DAULAT RAM COLLEGE, AND UNIVERSITY OF DELHI.

ABSTRACT
Corporate social responsibility would enhance healthy relationship between business and society. It makes the country a better investment destination and helps in its development by focusing on the areas such as Health, Education, Social Change and Sustainable Livelihood. A comparative analysis of CSR of Tata and Birla has been made for their contribution to society and economy as a whole and differences in their business strategies to induce environment friendly practices.

KEYWORDS: Corporate Social Responsibility, Health, Education, Livelihood, Tata, Birla

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