MEASURING CSR: THE NEED OF THE HOUR

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ABSTRACT
Organizations of today need to be both strategically and operationally excellent to survive and meet challenges of tomorrow. Corporate Social Responsibility (CSR) relates to responsibilities the corporations have towards society within which they are based and operate. But many organisations mistakenly use the concept of CSR as a means of charity. This paper deals with the criteria to measure CSR based on certain parameters. The parameters will vary according to the nature of the company.

KEY WORDS: Corporate Moral Responsibility [CMR], Corporate Social Responsibility [CSR], Critical Corporate Social Responsibility [CCSR].