A CRITICAL ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AS A PUBLIC RELATIONS (PR) TOOL FOR SUSTAINABLE DEVELOPMENT: A CASE OF JHARKHAND

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ABSTRACT
The fifteen year old state of Jharkhand is an emerging industrial destination for many corporate houses; the residents of Jharkhand still lag behind in various essential amenities. Jharkhand has large chunk of coal bearing areas which are facing environmental pollution. After extracting coal from a certain site, restoration of that place is essential, the poor condition of Jharia is an example before everyone. The growing Naxal problem is an alarming issue in the state. This is not only the responsibility of government but also the duty of big business enterprises. By running various campaigns in naxal-hit areas can be a good step in this direction. The CSR activities and right PR exercise can help the government in handling the naxal problem. The youths of the state who are involved in naxalism can be provided employment in various sectors. This will in turn help in bringing back the trust among the youths towards the government in a positive direction. The CSR practices are not sufficient in their scope and can cover a broader area though it is practiced by many corporate. The proper channelization of different CSR activities can reduce the burden of the government at large while dealing with alarming issues of the state.

Through innovative ideas, corporates can take a move in the social responsibility. Under the CSR ambit various activities are being covered such as livelihood enhancement and rural development projects, reducing inequalities faced by socially and economically backward groups, eradicating extreme hunger and poverty, working towards protection of national heritage, art and culture, promoting gender equality and empowering women, reducing child mortality and improving maternal health, combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases, ensuring environmental sustainability, employment enhancing vocational skills, social business projects and many social welfare activities. The need for education, robust healthcare services, planned infrastructural facilities, progressive roadmap on development, construction of toilets, promoting rural sports are to name a few factors which are major areas of concern of the state. Systematic approach to CSR can make sustainable development possible in Jharkhand.

KEYWORDS: Corporate Social Responsibility, CSR, Social Responsibility, PR, Public Relations.
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