

CHANNELIZING CSR EXPENDITURE FOR BETTER IMPACT

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ABSTRACT

Spending money for CSR as mandated by Companies Act 2013 is indeed appreciable initiative. However, the act has given flexibility to companies towards spending money as per their own choice. The paper presents the view mentioning that to generate better impact on most essential social sectors of the nation, it is advisable to channelize the spending by taking policy level decision on most essential cause for better impact through mission based approach. The author supports his argument with the illustrative case study of Gujarat.

KEYWORDS: *CSR, Mission Based Approach*