

## **CORPORATE SOCIAL RESPONSIBILITY: A CONTRIBUTION BY INDIAN BANKS**

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### **ABSTRACT**

In the recent years, Corporate Social Responsibility (CSR) has emerged as an essential tool or entity, as well as region of responsibility for every business house. In India, where after enjoying almost 70 years of independence, we still have such areas, where there is a lack of communication, lack of sensibility, lack of resources, etc. To become a successful developed nation the business houses need to take responsibility of such areas, by accepting the CSR approaches and contributes something to sustainable development by delivering economic, social and environmental benefits, for the shareholders and the public at large. CSR is a concept, with many definitions and practices. The way it is understood and implemented, depends upon the differences in regions, companies and countries. Moreover, CSR is a very broad concept, which addresses various topics such as corporate governance, health and safety, environmental effects, working conditions and contributes to economic development. In this reference, the attempt has been made in this research paper, to analyze the CSR reported areas, in some selected Public & Private Sector Banks of India. Further, the relation between profitability and CSR has been investigated, from the Annual Reports/ Business Responsibility Reports, of selected Public & Private Sector Banks in India, for the financial year 2015-16 and 2016-17.

**KEYWORDS:** Responsibility, Business, House, Sustainable Development, Shareholders, Economic Development, Corporate Governance, Environmental Effects