

CORPORATE SOCIAL RESPONSIBILITY REPORTING BY INDIAN BANKS: FROM THE PERSPECTIVE OF EMPLOYEES

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ABSTRACT

Corporate social responsibility is an umbrella term used to describe voluntary corporate initiatives, concerned with community development, the environment and human rights. In today's competitive world, where things are changing on a much faster pace, till the major portion of our community needs sufficient time to match up with this innovative world, where we talk about 4G or even 5G internet services, to explore the greater things on this earth, but on the other hand, there are people who do not even know, how to make use of ATM cards, or any other internet product or service. After 70 years of independence, our communities are still fighting for their basic requirements, especially in India. Corporate Social Responsibility is a long-term approach to business that addresses the needs of communities, people, and their employers. In this study, an attempt has been made to analyze the social responsibility, which our Indian banks provide to the community from the perspectives of some employees targeted.

KEYWORDS: Community Development, Human Rights, Basic Requirements