# CONTENTS

## CHAPTER NO. | INTRODUCTION
---|---
1.1 | Background
1.2 | Origin and History of Corporate Social Responsibility
1.3 | Meaning of Corporate Social Responsibility
1.4 | Defining Corporate Social Responsibility
1.5 | Motives of Corporate Social Responsibility
1.6 | Approaches of CSR
1.7 | Benefits of Corporate Social Responsibility
1.8 | Scope of Corporate Social Responsibility
1.9 | Measuring Methods of Corporate Social Responsibility
1.10 | Indian Leading organisations’ CSR Practices
1.11 | Recognizing the Limits of CSR
1.12 | Corporate Social Responsibility Guidelines of Ministry of Corporate Affairs, Government of India
1.13 | Statement of Research Problem
1.14 | Objectives
1.15 | Hypothesis
1.16 | Significance of the Study

## CHAPTER-2 | REVIEW OF LITERATURE
---|---
2.1 | Introduction
2.2 | Review on Awareness and Knowledge Aspects of
CHAPTER NO.  PAGE NO.

CSR

2.3 Multidimensional Aspect of CSR

2.4 CSR Progress Though Times

2.5 Scope and Trend of CSR

2.6 Strategies of CSR

2.7 Issues covered under CSR

2.8 Motivators and Barriers of CSR

2.9 Impact of CSR

2.10 Prospective and Theories on CSR

CHAPTER-3 RESEARCH METHODOLOGY

3.1 Introduction

3.2 Variables Studied

3.3 Operational Definitions-Conceptualization

3.4 Instrument of Data collection/Interview Schedule

3.5 Validity and Reliability of Questionnaire

3.6 Field Experience

3.7 Research Design

3.8 Data Processing and Data Analysis

3.9 Limitations of the study

CHAPTER-4 PROFILE OF STUDY AREA AND STUDY POPULATION

4.1 Introduction

4.2 Profile of Study Area

4.3 Profile of Study Districts
CHAPTER NO.  PAGE NO.
4.4  Background of Organisations
4.5  Profile of the Managers
4.6  Profile of the Respondents

CHAPTER-5  AWARENESS AND KNOWLEDGE ABOUT CORPORATE SOCIAL RESPONSIBILITY
5.1  Introduction
5.2  Awareness
5.3  Knowledge

CHAPTER-6  EMERGING TRENDS OF CSR
6.1  Introduction
6.2  CSR Level and Trend at National Level
6.3  CSR Trend in Karnataka (study sites)

CHAPTER-7  ISSUES CONCERNING CSR
7.1  Introduction
7.2  CSR Issues at National Level
7.3  CSR Issues in Study Area

CHAPTER-8  CSR STRATEGIES OF ORGANISATIONS
8.1  Introduction
8.2  CSR Strategies at National Level
8.3  CSR Strategies in Study Area
<table>
<thead>
<tr>
<th>CHAPTER NO.</th>
<th>IMPACT OF CSR ON COMMUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>Introduction</td>
</tr>
<tr>
<td>9.2</td>
<td>Health</td>
</tr>
<tr>
<td>9.3</td>
<td>Education</td>
</tr>
<tr>
<td>9.4</td>
<td>Employment</td>
</tr>
<tr>
<td>9.5</td>
<td>Empowerment</td>
</tr>
<tr>
<td>9.5</td>
<td>Environment</td>
</tr>
<tr>
<td>9.7</td>
<td>Infrastructure</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHAPTER NO.</th>
<th>SUMMARY, CONCLUSIONS AND SUGGESTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>Summary</td>
</tr>
<tr>
<td>9.2</td>
<td>Conclusions</td>
</tr>
<tr>
<td>9.3</td>
<td>Suggestions</td>
</tr>
</tbody>
</table>

**BIBLIOGRAPHY**

**APPENDIX-I** MANAGEMENT INTERVIEW SCHEDULE

**APPENDIX-II** COMMUNITY INTERVIEW SCHEDULE

**APPENDIX-III** ABBREVIATIONS