

# PROCEEDINGS OF

## *National Seminar on* Corporate Social Responsibility and Tribal Development

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**Kalinga Institute of Social Sciences (KISS)**  
**Deemed to be University**

*Organized by*

**School of Tribal Resource Management**  
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# Corporate Social Responsibility in Rural Development

**Lalita Purty**

Research Scholar, Department of Economics, KIIT Deemed to be University, Bhubaneswar

**Dr. Parikshita Khatua**

Asst. Prof. School of Tribal Resource Management, KISS Deemed to be University, Bhubaneswar

**Prof. Rabindranath Swain**

Prof. School of Tribal Resource Management, KISS Deemed to be University, Bhubaneswar

## **Abstract:**

Globalization and liberalization are the useable words in this generation. In the contemporary world the thought of CSR particularly in the context of India for rural development is immense important. Creation of trade and commerce is the need of rural India at present. Numerous world's leading business enterprises as to appreciate that strong and efficient administration of business is not only source of strengthening the backward rural civilization. Rural market can be the best hunt for their business. For promoting their branch, they can invade the rural market. In the scenario community accountability has been regarded as significant area to explore. In this research study the author has found that all PSUs in India have realised that without socio-economic growth of rural sector, they may not be able to optimise their business mission.

The prospective of CSR is to develop social and community which ultimately benefit the society and can have positive impact on this financial results.

**Key-Wards:** CSR, Rural Development, Rustic Participants.

## **INTRODUCTION:**

In the starting of twenty first century in India we have seen it as the period of CSR, which led for the discussion on its improvement. In current times, the CSR is prominent as an important attribute of trade attitude. Study the impression of trade in this civilization, in the context of sustainable rural development. The prominent view on CSR gives attention on accountability towards every stakeholder. An equal proportion of profit for shareholders other than employees, creditors, suppliers, government



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