



NEO BUSINESS PRACTICES IN THE EMERGING GLOBAL SCENARIO

Editors

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EFFICACY OF CORPORATE SOCIAL RESPONSIBILITY ON TRIBAL DEVELOPMENT: A STUDY IN ODISHA AND JHARKHAND

Dr. Sanjeeta Kumari Devi

Abstract

Corporate social responsibility (CSR) is a unique way of rural development in contemporary society. Particularly undeveloped and underdeveloped societies and communities are exhibiting their willingness towards CSR for growth and change of their status. The concept of CSR always indicates the role of corporate sectors as well as their social responsibilities towards respected areas. Tribals are always very far from the mainstream of developing India. The non-tribal Indians have not taken keen interest for tribal development as required. Generally, the Indian tribal communities have been suffering from the plan and policies made from them by the non-tribal policy makers. Tribal approach towards development is having two major dimensions sustainable development and "Modernization". Tribals by nature are tradition and custom oriented and strategies for tribal development should be based on those socio-cultural elements. The present paper accomplishes that for the prosperity of rural development, social responsibility is measured as a significant business concern of the companies of India regardless of sector, extent and aim of business. Thus, CSR activities have no doubt constructive effects on the development of tribal community and also in their business. Corporate Tribal development depends on indigenous entrepreneurship through CSR in contemporary India.