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National Seminar on Corporate Social Responsibility and Tribal Development

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Socio-economic impact of Corporate Social Responsibility the tribes of Kalinganagar of Jajpur District

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Abstract

Social life and behaviour of an individual is determined by socio-economic factors. Tribal people live in hilly and inaccessible areas. A major portion of tribal people of Jajpur district are living in Kalinganagar. After independence, a major attention has been given on the welfare and protection from exploitation of the scheduled tribe people. Development of transportation and communication, technological advancement, ethical aspect of human life are the major areas of corporate social responsibility. Modernization, industrialization and urbanization are the gifts of science and technology. Aim of CSR is to make people of the universe happy in taking account of their social, economic and environmental impact on humanity. The objectives of the study is to examine the living condition and life style of the tribes in Kalinganagar owing to industrialization, urbanization and development of transportation and communication. The data is collected from primary and secondary sources. Tribal people of Kalinganagar is the area of study.

Introduction:

Tribals live in remote, inaccessible areas. They are isolated from the mainstream of social life. This is the inevitable nature of universe. With the emergence of certain phenomenon certain changes are noticed in every sphere of life of any community. The indigenous people of India namely tribal people are isolated from the vast cultural influences and they adapted the method of simple technology. Animism, totemism, spiritual beliefs, faith in magic and witchcraft are the beliefs of tribals. They think both living and inanimate objects are the habitation of spirits or souls. Indian tribes have common names, common territory, common language, common culture and political organization. Endogamy is practised. Modernization, industrialization and globalization are the gifts of science and technology. It has a profound impact in every sphere of life. Its aim is to make the people of world happy in taking account of their social, economic and environmental impact. It works for the eradication of illiteracy, poverty and unemployment and make the world happy and prosperous. CSR encourages the business of companies in a socially responsible manner. Kalinganagar is a centre of international businesses and commerce and industrial companies are situated here. They help in blooming the India's economy. Many private companies and public companies are situated here i.e., Tata steel, Jindal steel, MESCO, POSCO, Tata power etc..

Kalinganagar of Jajpur district is 30-40 kms. away from the district headquarters and 100 kms from the state capital Bhubaneswar. A high percentage of scheduled tribe and scheduled caste population is living here. People belonging to Ho and Munda adivasi are the first settlers and they developed the



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