



Business and Community: The Story of Corporate Social Responsibility in India

Pushpa Sundar

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Business and Community is a historical narrative which also highlights emerging critical issues and the achievements as well as deficits of Indian CSR. Its objectives are threefold: To enhance public knowledge, understanding and appreciation of what Indian business has contributed to society, to enthuse the business community as a whole, especially the younger generation, by highlighting exemplary individuals/companies in the history of Indian CSR and to identify the factors which inhibit or encourage CSR so as to enable business and government to take appropriate action

Written in a simple, non-jargonistic language, it is easy to understand without being simplistic. Its extensive bibliography will be useful for further research.

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