

“A STUDY ON CORPORATE SOCIAL RESPONSIBILITY: JSW GROUP”

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ABSTRACT:-

Project Umang is a CSR initiative by JSW Cement Nagaur aimed at fostering the comprehensive development of Government schools within the Nagaur District..

KEYWORDS –

Cattle Health Camps - Regular Cattle Health Camps and vaccination drives to ensure the wellbeing of both the community and their livestock.

We are making concerted efforts to improve the quality of education and keep more students in school to ensure that more students are able to complete secondary education.

1: INTRODUCTION :

This Study attempts to make an attempt to reveal conceptual approaches and practical function of Corporate Social Responsibility (CSR) in JSW Group. From the initial days of barter system to the recent trend of plastic money, the human kind has threaded a long way. Certainly, profitability has constantly been the strong force behind running a business; however, as each coin has two faces,

rising cutthroat competition and company's rivalries are taking a huge toll on the society, environment and quality of products in general.

This resulted in the concept of Corporate Social Responsibility (CSR). This study move about rising am considering about the CSR investigating into its idea and finding out its extent taking the study of the JSW Group about their social responsibility focusing social development, environmental protection, etc.

PRESENTATION ON
“CORPORATE SOCIAL
RESPONSIBILITY OF
JINDAL STEEL & POWER”

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JINDAL
STEEL & POWER



2.: HISTORY :-

The year 1990 is known for the dynamism it brought into the business world. This era of Globalization and liberalization forced the corporate sector to take up its responsibility towards society, human rights and the environment. This role corporate gave a new beginning to what we call now as Corporate Social Responsibility (CSR). The principles of CSR are based on the fact that not only Government policy, but corporate should be responsible towards social issues. This study examines the Corporate Social Responsibility initiatives taken by Indian Corporates JSW Groups to serve the community.

3. TYPES OF CSR ACTIVITIES BY JSW GROUP

- Agriculture, food and nutrition.
- Community Development.
- Healthcare.
- Water and Sanitation.
- Women and Gender.



4. OBJECTIVES:

- To understand the nature of Corporate Social Responsibility.
- To study the Corporate Social Responsibility by JSW Group.

- To highlight the CSR initiatives of JSW Group and analyze their impact on society.
- To establish with the organisations in various parts of the world which promote CSR practices for exchange of ideas and for collaborative actions and programmes.

5. RESEARCH METHODOLOGY:

The research methodology is a systematic way to solve a research problem. The research methodology means the way in which we would complete our prospected task.

Before undertaking any task, it becomes very essential for anyone to determine the problem of study.

Sources of data collection Two sources of collecting data have been employed, i.e. Primary data and secondary data Secondary data:

The secondary data is collected through articles, annual reports and from the websites of the respective banks. These data, are easy to search and are not expensive too.

For my study I have utilized totally the secondary data.



Source of Secondary Data

- Annual reports of JSW Group
- Internet
- Books, etc.

6. CONCLUSION:

It can be concluded that in today's informative world wherever information are readily available to general public CSR has been a very important part of any organization to achieve success. Organization in present world cannot be successful without taking into account the social responsibility. CSR has been a vital component for any organization to have long-lasting success and to create a brand.

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