

## **Preface and Acknowledgements**

India's emergence as an economic power began with the onset of liberalization, which was followed soon after by the concept of Corporate Social Responsibility (CSR). Since then, the role of the corporate sector is to merge economic growth with social consciousness. This has been accorded a crucial place in the agendas of both, private and public sector companies. Private sector companies have been provided with guidelines to ensure that they implement CSR activities for social development in their areas of operation. There has, thus been an increase in concerted efforts on the part of the corporates towards interacting with building community relations, create channels of communication with various stakeholders and monitor and assess the impact of their CSR activities in communities. In addition, the private sector is also seeking opportunities to partner with other governmental and non-governmental entities for a well-rounded development of the community. Given the multiplicity of activities, projects and stakeholders in the field of development, it has become important to identify, map and analyze the extent of the impact of various CSR activities and the means adopted to implement them.

In this respect, realizing the need to assimilate different CSR approaches and provide a common platform to implement CSR activities in a better way, the first National Conference on Corporate Social Responsibility: Issues in Implementation, was organized jointly by Xavier Institute of Management Bhubaneswar (XIMB), India and Tata Institute of Social Sciences (TISS), Mumbai, India at XIMB in February, 2012. The major objective of the conference was to bring out and analyze various aspects of CSR in general, with special emphasis on mapping its territory in the development of our society in the Indian context. Issues, such as upcoming trends, new practices, innovative partnership arrangements, problems and challenges in the functioning and evaluation of public and private projects, were discussed at great length. Given the high quality of these discussions, an edited volume of select conference papers was conceived.

The present volume consists of 14 papers authored by researchers and practitioners who are closely associated with CSR in India. The edited volume presents experiences from theory and practice of CSR to provide the readers with an enhanced understanding of its trends, best practices and some key learning issues. We hope

the readers will find this volume useful for CSR research, formulation of policies and their sound implementation in the country.

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