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### ABSTRACT

**Keywords :** Corporate social responsibility, Multinational companies, Indian companies.

The business has been experiencing the utmost scrutiny from the public as well as from government from the past few decades regarding the responsibilities it has towards the society in which it operates. Karl Marks rightly said “business is all green only philosophy is grey” which means that the owner of business is only concerned with profit and are not concerned with the other practices made by them and the repercussion of their business on the society. In today’s scenario the Darwin theory is applicable in almost all the business i.e. “survival of the fittest”. Many new areas are being invented by the corporate houses to survive successfully in the market, "One of them is corporate social responsibility". Corporate social responsibility (C.S.R) also known as "corporate responsibility", "corporate citizenship", "responsible business", "sustainable responsible business (SRB) or corporate social performance" etc , Most of the business houses keep incorporating their innovative ideas/schemes into their business so as to keep themselves visible in the business world and at the same time ensuring no adverse effect of their activities on the environment , communities, consumers etc. hence business model takes C.S.R as self monitoring and self assessing techniques; where can they expect the scope of further improvement in their business, leading them to the desired growth and development along with various direct and indirect benefits to the society at large. At present C.S.R has gained a great prominence in the global scenario and a vast literature can

be founded about C.S.R, different authors have defined C.S.R as a Social Obligation (Bowen 1953, Carroll 1979), Corporate Philanthropy etc. India had been practicing C.S.R even in the past decades with a difference of terminology still with more advancement in education, technology and with the increasing in the level of awareness and business strategies, the entire business world has witness a huge jump in this area and C.S.R has now become an essential part of their investment. Though Indian ethos and Indian scripture are well embedded with the idea and concept of C.S.R since ages, we can say that C.S.R is not a new concept for Indians. The major role of kings of Kings and Emperors of ancient Indian has this concept and called them as Shrestha Dharma, Even the book titles **ARTHSHASTRA** written by **KAUTILYA** on economics gives the core message of keeping the welfare of the common man as priority and key of happiness to the elite group of people of that age. Corporate Social Responsibility has been seen from different angles , different perspectives from different industries and had different meaning at different places.

The past researcher work was focuses on the result of C.S.R implementations or lack of implementations and has very little information for the comparative aspects. The various factors that influence the companies and the corporate governance are the theories that arise out of comparative studies. hence it is necessary to study thoroughly the various implementation strategies, policies, dimensions and the operations of CSR programmes in order to continue comparative studies of MNCs and Indian companies on CSR.

The research in comparative aspects of the C.S.R could not be limited upto studying legal and institutional framework of the C.S.R. The "comparative research can be approached from the multiple perspectives".