Real Scenario of CSR Status in Era of Covid-19: Revealing the Truth of Indian Corporate Sector

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The major contribution of the present study is to streamline the various discourses and the representation of CSR status during the times of corona pandemic. Besides, it also focuses on examining the scope of CSR instrumentalities in India over the last decade. Furthermore, the paper also attempts to explore the scale of ethics, legality and corporate responsibility under the guise of CSR practices undertaken by the companies. Crosssectional is the structure of present research which involves the analytical study of CSR norms and patterns followed by the corporate entities functional in India. The major findings of the present research are that the notion of Corporate Social Responsibility has deepen its very roots in a way that it's extent is limited to the business strategy to make the latter a flourished one and it's been actualized on papers owing to the stakeholders pressures. But apart from this, there has also been a slight shift in corona pandemic era which lifts the veil of the pre-strategized framework of corporate social responsibility. The traditional trend has shifted towards imbibing the spirit of doing good for the community by collectively launching their fight against corona virus. The foremost significance of the present study lies in deeply grasping the fallibility (of) and the novel occasions on the part of corporate sector during the pathetic times of Coronavirus pandemic.

Keywords: Corporate Sector, Corporate Social Responsibility, Covid-19, Indian Listed Companies, Social Obligation