

BOOK REVIEW ON THE BOOK 'SUSTAINABLE CSR- CSR BASICS BY HARSHA MUKHARJEE'

Mangesh M. Bhople* & B. S. Sawant **

Title:

Abstract:

CSR has become very popular term for many stakeholders of business world, like companies, NGOs, Local authorities, Government offices, academicians and students. With the emergence of mandatory CSR in India from 2013, the scientific research and literature generation in the field of corporate social responsibility is increasing. CSR projects are being seen as the projects for holistic and sustainable social and economic developments. The Indian industry is in search of fresh talent with social consciousness and strategic mindsets to search and implement new social projects. In India today, companies are ready to spend the money on CSR initiatives, but social awareness is very less and the youth with specialization in CSR is also novice in this new area as per the recent surveys. The requirement is not only of socio-sensitive youth but also the people who know the consequences of CSR fund with corporate accounting with effective and sustainable benefit of the same. To focus on basics of CSR from Indian perspective we have a unique, fresh book to refer.

Key words: CSR, Stakeholders, NGOs, Local Authorities, CSR literature, Socio-Sensitive.

Evaluation:

This book is divided into four sections each one concentrating on different core aspects of CSR. The first section deals with many concepts which take reader through the journey of CSR, briefing about the causes and sustainability of CSR. It focuses on issues like CSR in emerging markets, sustainability in business practices and environment as key stakeholder of the sustainability.

* Asst. Professor, MIT ACS College, Alandi, Pune.

** Director, KBPIMSR, Satara.