



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

SRINIVAS RESEARCH CENTRE FOR A CONCEPTUAL STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF TATA CONSULTANCY SERVICE



Mr. Shashank B. S.

About the Research Centre

The term “corporate social responsibility” became popular in the 1960’s and has remained a term used indiscriminately by many to cover legal and moral responsibility more narrowly construed. Actually, CSR refers to a business practice that involves participating in initiatives that benefits society. A responsible corporate recognises that its activities have wider impact on the society in which it operates. Therefore, it takes the economic, social, environmental & human rights impact of its activities on all the stakeholders.

Objective

The main objective of this research centre is to facilitate research in the following domains:

1. To study the CSR activities practiced in the TCS.
2. To know the CSR activity whether it has reached to public or not.

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