

AN ASSESSMENT OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES BY INDIAN BANKS

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ABSTRACT

Banks are carriers of public trust and confidence and can bring about the development of a nation by not only providing financial services to the underprivileged but also by contributing towards socio-economic welfare through flagship programs which can bring about sustained development. In this context we identify the major areas of Corporate Social Responsibility by banks and analyze their reports to determine the annual percentage of profit after tax spent on CSR activities. Most of the banks in the study have dedicated schemes towards community welfare social upliftment and spend a considerable amount of profits on CSR activities.

KEYWORDS: Corporate Social Responsibility, Axis Bank and ICICI, Indian Banking Industry