

## Impact and Implications of Religion in Corporate Social Responsibility

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### **Abstract:**

Corporate Social Responsibility (CSR) in India has entered the mainstream debate with much of the discussions centred around enhancing the efficacy of CSR interventions. The social context impacts the CSR strategies adopted by companies and the outcome therefrom. The paper discusses and analyses how the religious background of the beneficiaries affects the success and failure of certain CSR activities. The analysis is based on qualitative data collected from different locations. Drawing on examples from the field, the paper outlines different ways in which religion interacts with CSR. The narrative emphasizes the point of view of the beneficiaries. Finally, the paper suggests the best practices that companies can adopt to make their CSR efforts sensitive to the local context.