

## **CORPORATE SOCIAL RESPONSIBILITY INITIATIVES IN LIVE STOCK DEVELOPMENT AND SOCIAL FORESTRY – A STUDY IN ITC LIMITED**

*Jyostna Devi Gurralla<sup>1</sup> & Nagaraju Battu<sup>2</sup>*

*<sup>1</sup>Research Scholar, Department of Human Resource Management, Acharya Nagarjuna University, Guntur,  
Andhra Pradesh, India*

*<sup>2</sup>Associate Professor, Department of Human Resource Management, Acharya Nagarjuna University, Guntur,  
Andhra Pradesh, India*

**Received: 13 Feb 2019**

**Accepted: 23 Feb 2019**

**Published: 28 Feb 2019**

### **ABSTRACT**

*The aim of this paper presents the Corporate Social Responsibility” (CSR) describes a social movement and collection of specific management practices and initiatives. It is a universal concept by which organizations take up responsibility of their activities impacting the wellbeing of society customers, employees, shareholders, communities and the environment in all aspects of their operations. To examine the employees views on the Social Forestry and Live stock development.*

**KEYWORDS:** *Social Movement and Collection, Business has Responsibilities*