



Research Article

Corporate social responsibility *via-a-via* business development : Impact of *Sunehra kal* project on business of ITC in Ratlam and Mandasaur districts of Madhya Pradesh

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ABSTRACT : Sunehra Kal is basically a corporate social responsibility (CSR) initiative of the Indian Tobacco Company (ITC). Social initiative wing of ITC identified watershed management as one of the principal intervention coupled with agriculture intensification and diversification to boost the micro-level farm economy and create an extra allowance for dependable local livelihood. ITC commits financial resources with community contribution to the extent possible and expects to form social and business bonding with the farmers. Thus it aims at a mutual symbiotic relation so that both the stakeholder's *viz.*, rural communities and ITC are benefited in the process. The present paper aims to study how corporate social responsibility and business development go together and whether the CSR initiative has been able to impact the business of ITC-IBD in two districts of Madhya Pradesh.

KEY WORDS : Corporate social responsibility, ITC, Sunehra Kal project, e-choupal

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