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ANALYSIS OF CSR ACTIVITIES OF CORPORATE SECTOR IN RURAL AREA (SPECIAL REFERENCE TO ROHA TALUKA)

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Introduction

At present India is the world's second- fastest growing major economy, with an average annual Gross Domestic Product (GDP) growth rate of 5.8 percent for the past two decades. Vanaik Achin, 2006 The crossing of India GDP over a trillion dollar mark in 2007 puts India in the elite group of 12 countries with trillion dollar economy. (The Economic Times, 2007) India's largest service industry account for 54 percent of the country's GDP while the industrial and agricultural sector contribute 29 percent and 17 percent respectively. Agricultural is the predominant occupation in India, accounting for about 60 percent of employment. The service sector makes up a further 28 percent and industrial sector around 12 percent of the employment. (The World Fact Book- India, 2007)The Indian economy grew by an average of 8.7 percent during the year 2005 to 2007. The growth of the Indian economy is indicative of the dynamism in the economy, even with the global recession in 2008- 2009. When the economy of several Western countries shrank or remained static, the Indian economy grew by 5.8 percent in 2008 and is expected to grow by nearly 7.2 percent in 2010 with further growth prospects up to 9 percent in 2011. (HanumanthRao, 2008)

Having noted the above, it should be realized that GDP growth per se cannot be an end in itself. It is important for this GDP growth to translate into a better quality of life for the majority of the people, in particular for those below the poverty line. It is more important

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