Ranging from the ancient time to today’s modern era of technology, the mankind has covered remarkably a long path. No doubt ‘profit’ has always been the driving force behind all this development. But in present scenario business houses have started realizing that they would have to rise over and above the profitability and take care of all those stakeholders with their survival in the society directly or indirectly. This realization resulted into the concept of Corporate Social Responsibility (CSR). This research paper moves around developing an understanding about the corporate social responsibility (CSR), taking the case study of the Tata’s Initiative “Tata Agriculture and Rural Centre for Blind” in Phansaa, Gujarat under Sir Dorabji Tata who has not only exemplified the sense of responsibility towards the upliftment of sightless and resource less people but also worked for the protection of their interest and helped in giving them a normal and respectful life.

**INTRODUCTION**
World Business Council for sustainable development defines corporate social responsibility (CSR) as —The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

The Tata Group is a giant family of businesses that dominates Indian markets. There is a long history of the CSR within the group, and it is no surprise that all Tata companies have adopted a Tata Code of conduct as well as many international standards. This paper highlights the CSR drive of Tata Group in India, exemplifying before world a desirable combination of its economic and social objectives.

**LITERATURE REVIEW**
The concept of CSR originated in the 1950's in the USA but it became prevalent in early 1970's.. During the 1980's to 2000, corporations recognized and started accepting a responsibility towards society. An ideal CSR has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well as socio-economic status (Bajpai, 2001). CSR implies some sort of commitment, through corporate policies and action. This operational view of CSR is reflected in a firm’s social performance, which can be assessed by how a firm manages its social relationships, its social impact and the outcomes of its CSR policies and actions (Wood, 1991).

**Social Responsibility Models**
The Notable models for Social orientation include Carroll’s model, Halal’s model and Ackerman’s model.

**(a) Carroll’s Model**

Archie B. Carroll proposed a 3-d conceptual model of corporate performance which is presented below:-

**Hierarchy of responsibility of business**
- Economic: The firm being an economic entity, its primary responsibility is to satisfy economic needs of the society and reward the investors.
- Legal: The laws of the land and international laws of trade and commerce has to be followed and complied with.
- Ethical: Ethical responsibilities are norms which the society expects the business to observe like not resorting to hoarding and other malpractices.
- Discretionary: Discretionary responsibilities refer to the voluntary contribution of the business to the social cause like involvement in community development or other social projects.

**(b) Halal’s model:** Halal’s return on resource model of corporate performance recognizes the fact that the corporate social responsiveness is a quite difficult task as no corporate posture is value free. A firm can only attempt to form a workable coalition among groups having diverse interests, engaged in creating value for distribution among members of coalition. The coordination between economic and ethical decisions is necessary so that the future of the firm and shareholders may be safeguarded.

**(c) Ackerman’s model:** This model defines CSR in three different phases-
- First phase - Top management recognizes social problem
- Second phase – The Company appoints staff specialists to look into the issue and find measures to tackle it.
- Third phase - Implementation of the strategy derived by the specialists.

**OBJECTIVE OF STUDY**
- To understand the concept of CSR
- To find out the scope of CSR
- To know how the Tata group has fulfilled its responsibility towards destitute and sightless students; what specific activities, programs and strategies it has set, devised and implemented for the same.

**RESEARCH METHODOLOGY**
In-depth literature survey regarding the topic and related concepts has been done. Secondary data inclusive of quantitative and qualitative data was collected from various sources including books, research papers, newspapers, magazines, and websites.

**DISCUSSION**

**TATA TRUST AND CSR**
Jamsetji Tata, the Founder of the Tata group, and his sons Dorab and Ratan, bequeathed much of their personal wealth to the many trusts they created for the greater good of India and its people. Today the Tata trusts have come to control 66 percent of the shares of Tata Sons, the promoter holding company of the group.

**About the trusts:-**
There are two principal trusts operating under the Tata umbrella:

**KEYWORDS:** Corporate social responsibility, Profitability, Stakeholders.
Sightless boys come here with broken hearts and broken minds. For TACEB, it is the hardest battle to fight with broken spirit and instill confidence in them.

Most of the Centre's produce is used to feed the students. The surplus is distributed in different ways: excess milk is sold to the United Phosphorus factory; the handicrafts are gifted to donors and visitors; and the delectable Alphonso mangoes find their way to Bombay House every year.

TACEB alumni have become farmers, dairymen, delivery boys, tradesmen, musicians, and even priests. The Centre has helped them to grow beyond their disability.

CONCLUSION
For maintaining the general balance in the economic and social arena it is evident to think deeply and act wisely about CSR. Every business house owes some responsibility towards the society, nation and world in general which provide it with all human, material and natural resources. As far as the Tata group is concerned, it has gone a long way in fulfilling its duty and responsibility towards the society and the nation. It has reached the masses to elevate their lives, to nurture their dreams and to hone their skills. The panoply of the Tata engagement in community development encompasses much more than can be encapsulated in a few pages. As management guru Peter Drucker says: "A healthy society requires three vital sectors: a public sector of effective governments; a private sector of effective businesses; and a social sector of effective community organizations." While there's not much it can do about the first sector, the Tata group is contributing all it can to the other two.
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