



**CORPORATE SOCIAL RESPONSIBILITY PRACTICES ENABLING
PUBLIC RELATIONS GOALS: ANALYTICAL STUDY OF CORPORATE
COMPANIES IN JHARKHAND**

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Abstract

In the commercial model of any corporate organization we find the significant presence of fundamental department that represents the corporate image. This wing comprises of Public Relations (PR) and Corporate Social Responsibility (CSR). Designing an effective positive image of an organization in the competitive climate of business is very essential.

Infrastructural progression, digitalization practices, industrialization showcases the story of development in Jharkhand. However, the state holds a backseat in various development indicators, presenting an inconsiderate picture of the state.

Keywords: Jharkhand, Csr, Corporate Social Responsibility, Public Relations, PR.

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