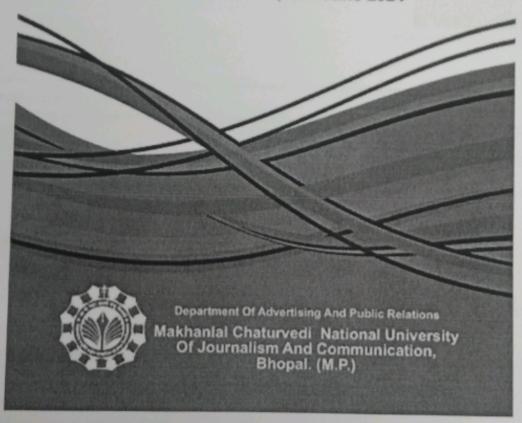
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## Corporate Social Responsibility Practices Enabling Public Relations Goals: Analytical Study of Corporate Companies in Jharkhand

Dr. Jannes Punita<sup>1</sup> Dr. Neha Tiwari<sup>2</sup>

### 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 back seat in various development indicators, presenting an inconsiderate picture of the state.

Keywords: Jharkhand, CSR, Corporate Social Responsibility, Public Relations, PR

### INTRODUCTION

A countless number of companies are investing a part of their profit percentage globally in the name of CSR irrespective of mandate. By investing in CSR a company not only does well for people and the environment but also for themselves by creating an intangible asset of goodwill among the people in the form of PR. Our study is focusing on this missing link of CSR expenditure for sustainable development. Every penny counts if used effectively and impacts millions of lives, calling it a worthwhile investment. Through planned CSR programs the corporate will also create goodwill among the local populace.

#### **Public Relations**

Public Relations is an important instrument of the company for setting up prolonged intangible asset of goodwill with all the key associated elements like the stockholders, the employees, the customers, the suppliers, the community and the geographical surroundings.

To achieve the goals of the organization efficaciously and effortlessly, PR helps a lot. However, Public Relations does not support in establishing a positive picture of a negative group as it cannot be carried out in a long run. If the products or, services of an organization are excellent it needs PR campaign to engage, inspire and excite the public towards the product or service which is the ultimate goal of the drive. This not only boosts the public involvement but also strengthens its finer image.

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