

## **ABSTRACT**

*CSR has become important part of today's corporate strategy. It is important to the decision makers that they should communicate effectively company's CSR efforts to all levels of management. This study aims at evaluating the awareness about the CSR initiatives in Indian IT firms. Data has been collected using survey questionnaire method. Result of the studies shows that employees in the IT firms are aware about the CSR initiatives of their companies.*

**Key Words:** CSR, IT companies, India