

**COMPARATIVE STUDY ON CORPORATE SOCIAL
RESPONSIBILITY AMONG CONVENTIONAL AND ISLAMIC
FINANCIAL INSTITUTIONS: SPECIAL REFERENCE TO
KINNIYA DS DIVISION**

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Abstract: The purpose of this research is to compare the corporate social responsibility practices between Islamic and conventional financial institutions of Kinniya DS Division. Sample selection has been made as per random sampling process. Primary data collected from the managers of the particular financial institutions through semi structure interview. Secondary sources mostly concerned from banks annual reports, websites, newsletters, and other secondary sources. The analysis shows that the selected financial institutions are directly engaged in CSR practices mostly in area of Education, Health, Disaster Relief, Environment, Social welfare and Sports & Culture and Islamic financial institutions have emphasized on Education sector and conventional financial institutions have emphasized on all sector equally so CSR practices of conventional financial institutions are wider than Islamic financial institutions in Kinniya DS Division. The study found that both financial institutions have established foundation for operated their CSR activities in rural area. On dimension health, sports and social welfare, conventional and Islamic both of these financial institutions are trying to preserve on their best possible way.

Keywords: Corporate Social Responsibility (CSR), Islamic financial institutions (IFIs), Conventional financial institutions