***Q. I am sure you must have noticed traveling in and around the country that so many organizations have done their bit by contributing to society. Now pick up the one that you think is the smartest one - something that smartly addresses the need of the society and the organization too is benefiting so much to the point that people forget that at the end of the day, its nothing but an act to promote their own business. Word Limit: 300 Words. Email me by Sunday 10:00 PM, 23 March.***

***Ans:***

The organization that I see which contribute to the society but befitting themselves is the Department Store that I mentioned before i.e.“Gorkha Department store”.

The department store contributes in different social actions and social clubs that run in Sunsari District. In the name of organization they feed the old and poor people who are staying in different welfare service homes. They also contribute in the management of the infirmaries. To push their job they also organize Holi program in their premises so that peoples could come and play Holi. By doing so, they also promote their business. Similarly, in some of the busiest occasion like in Dashain and Tihar they also give reasonable discounts on the merchandise they trade. This rebate helps to the middle class people in the society. In addition to that they also constitute a special discount card for the regular clients so that they get a 5 % rebate on the entire invoice. Hence, they also promote their business and contribute to the society as well. The department store also buys the goods from the local people and sell them to other people. Hence, they are also promoting domestic business in the society. So, following these steps the store is making profit out of its business and also contributing to the society.

Another system that adopts the same kind of strategics is a fancy cloth store named “Aakesh Collection”. This organization also adopts the same thought as the “Gorkha Department Store” to promote their business and manage social service as well. By doing such activities the store is gaining profit a lot and the business of this Department Store is safer compared with others stores in the Sunsari district.

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