DQ3 Response to Edith

Thank you Edith for a great response to the discussion. I especially like and agree that there is indeed a keen interest for companies to improve on the wellbeing of the employees as well as the communities in which they operate. I would like to further the discussion in this way.

In the private sector, there are some companies that are known for their CSR initiatives, and indeed these activities have grown to become full on projects. For instance, what started 8 or so years ago with the MTN marathon in Uganda, gave way to various other branches such as the MTN foundation. This is the CSR arm of the organization where money raised from a city wide marathon goes towards rehabilitating old schools, ensuring safe water, boosting the athletes and so on (MTN, 2020). Now business case here is that they have become a trusted brand. For instance, provision of telephony services to schools supported brings in revenue for the company. Another example is the Madhvani foundation in Uganda that was started out of a CSR initiative to help educate as many people but now has grown to funding PhDs and research in many fields. However, there are no clear guidelines of CSR initiatives in the public sector (Howell & Sorour, 2016).

As it is written in the Bible, you will reap what you sow. if you sow good will, you will gain a bountiful harvest, if you sow sparingly, you will reap sparingly (Galatians 6:7-8). In the same way, I think this goes for companies that will use the wrong motive in that the end result will show where their hearts were.

In all, companies that have started CSR initiative, have seen major growth by tapping into being the benefactor for the ‘little man’ making it a win/win for the local community and the company as well (Nohria & Khurana, 2010).

**References**

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