**S.M.HASSAN ALI(20K-1052)**

**Societal Marketing Concept In Business Practices**

Societal marketing is critical both for society and business. This concept was created for long-term purposes. It even boosts the profit of any company implementing it and also helps in maintaining a long-term relationship with customers. Apart from satisfying the needs of the customer, it encourages developing products through which society can benefit. The idea of this strategy delivers value in a way that fulfils the demands of the customer and society’s well being is also taken into account. Some of the companies that have been using this way of implementing CSR are:

**Walt Disney**

Disney started an initiative back in 2020 to reduce their carbon footprints by producing zero net greenhouse gas emissions, waste and a commitment to conserve water. Currently, they are also active in the community. Since the start of Covid-19, they have already provided $27 million towards the food donation, which has encouraged their employees to participate in virtual volunteering. So, they have been putting efforts on local communities.

**UNICEF**

UNICEF is assisting companies, governments, and civil society in their efforts to prevent and address the negative impacts of business, while also accelerating the positive impacts on children's lives in the workplace, marketplace, and community by adopting and promoting corporate social responsibility with a focus on children's rights.

**Apple**

In 2021 Apple launched a new csr program by the name of Racial Equity and Justice Initiative (REJI). These efforts are aimed at tackling systemic racism in communities of color by promoting educational support. As well as learning and innovation centres have been set up to support communities that have been the target of racism.

**Rolex**

Rolex is one of the world's top ten reputable companies. They worked on various water and land pollution reduction processes. They are continually trying to recycle and lessen the pollution of the environment. Rolex’s principal objective is to provide jobs for the community and to implement eco-friendly methods of production.