

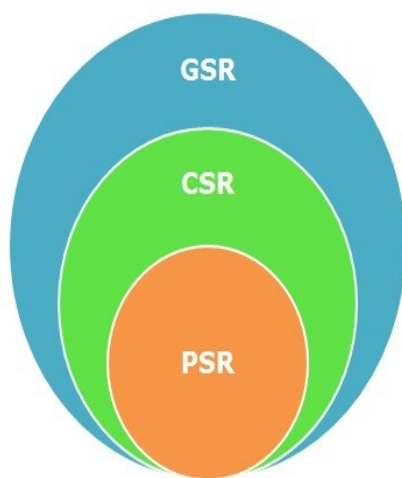
## **PERSONAL SOCIAL RESPONSIBILITY (PSR)**

**Personal Social Responsibility (PSR)** is the primary responsibility of every individual toward family, workplace, community, and environment (both ecological and social).

To understand this better, let us just step back to see what social responsibility. Social responsibility is an ethical framework which suggests that an entity, be it an organization or individual, has an obligation to act for the benefit of society at large.

### **What constitutes social responsibility?**

Social responsibility has 3 components which ideally should be closely interlinked to maximize the impact.



1. ***Government Social Responsibility (GSR)***: The basic duty of a government involves the big social welfare programs through which it creates the best environment for its people.

2. ***Corporate social responsibility (CSR)***, is a form of *corporate* self-regulation integrated into a business model. According to Business Dictionary, CSR is: A company's sense of responsibility towards the community and environment (both ecological and social) in which it operates.

3. ***Personal Social Responsibility (PSR)*** - According to me this is the primary responsibility of every individual towards family, workplace, community, and environment (both ecological and social).

### **So what is PSR?**

- It is the moral responsibility of every citizen to do the right thing
- It is voluntary and about personal integrity, ethics, commitment and ownership
- It is about give and take and striving towards continuous betterment of society

### **Why PSR?**

In these turbulent times, the very fabric of civil society is under threat and is being torn apart. It becomes imperative for every individual to take ownership to do the right thing for the collective good. *“Be the change you wish to see in the world” Mahatma Gandhi*

## **HELPING THE NEEDY**

### **The meaning of needy**

The meaning of needy is someone who is poor, or someone who demands a lot of care or attention. A person in a state of poverty who needs help getting food and finding a place to live is an example of someone who is needy.

### **Types of Needy People**

They are the people who need *affection, attention, or reassurance*, especially to an excessive degree. Needy people have tendency to behave in overly passive or excessively caretaking ways that adversely affect one's relationships and quality of life.

They include:

- People with physiological and emotional problems.
- Poor, physically challenged, stressed, anxious.
- Who lacks basic requirements of life and lacks quality of life.

### **Measures to serve the Needy People**

- Feed and help to needy people at least what we can.
- Use influence to help or find and create jobs.
- Try to educate and provide training for needy.
- Demand laws that prevent discrimination on the basis of gender, race, and physical fitness.
- Help gather food and/or clothing and distribute to needy people.
- Try to be less wasteful.
- Elect people who are sensitive to the needs of the poor.
- Creating more and more NGO'S for helping them.

## **CHARITY**

### **Meaning of Charity**

- The practice of charity means the voluntary giving of help to those in need.
- Charity is, given to people those who are basically poor and do not have sufficient and basic resources.
- Charity is considered as attitude of kindness and understanding towards others and especially an act of generosity.
- It is the kindness to others who are less fortunate than ourselves.
- It is the act of giving goods or money to those in need.

### **Types of Charity**

There are three different kinds of charity: pure, public, and foreign.

- Pure charity is entirely gratuitous.
- Public charity is charity that benefits the whole rather than the individual.
- Foreign charity is when the beneficiary lives in a country different from where the funds or services are being sent from.

### **Importance of Charity**

In this modern world people have become self-sufficient and uncaring. Few of them are not think about the lower and poor section of the society.

## **SERVING THE SOCIETY**

Society is a group of people who commonly share values, requirements and interests. Student is an important pillar in building and educated society as education is the basis for living in a world community as trade, industry, economic or political. For the prosperity and betterment of a society, the foremost role of student is

- To gather knowledge and wisdom and must not waste his/her precious time carelessly.
- He/she must submit himself to the rules of discipline to build a civilized society.
- They must realize their roles and duties towards a cultured society.
- They must develop habits of self-reliance and try not to use unfair means in every aspect.
- A student can understand and help common people to understand their rights.
- He/she is expected to be well informed as well as balanced in his views.
- He/she must know that he/she is prepared to offer his co-operation and services for the wellbeing of the society.
- As he/she is conscious of right and wrong, good and bad; he/she will not follow another man dictates blindly.
- Student must contribute himself for improvement, judge and act for a civilized society.
- They may stand for the strength of will, truthfulness, high sense of duty and honour, spirit of service and sacrifice.
- A student must know his talent and utilize it in a right manner.
- Material consideration and getting fame should not move him from the right path.

## **IMPORTANCE OF PERSONAL SOCIAL RESPONSIBILITY**

If we had a look on history, we see that students played vital role during struggle for independence. But unfortunately, now-a-days students waste their time and attention in pursuits, as education is only away to get academic degrees. Today the behaviour of students is very casual, which if not diverted into a healthy channel could take shape of destruction. Students of today are leaders of tomorrow so they should perform their tasks for the goodness of their society and ultimately for their beloved nation.