



Corporate: Organized
business

Social: Everything
dealing with the people

Responsibility:
Accountability between
the two.

DEFINITION

. WBCSD (World Business Council for Sustainable Development) defines CSR as:

“The continuing commitment by business to behave ethically and contribute to sustainable economic development while improving the quality of life of the workforce and their families as well as of the local community and society.”

Meaning:

- Corporate social responsibility is a gesture of showing the company's concern & commitment towards society's sustainability & development.
- CSR is the ethical behaviour of a company towards society.

DRIVERS OF CSR

1. Employees and shareholders
2. Brand equity
3. Ethical marketing practices and social awareness
4. The environment consciousness
5. Energy conservation and global warming
6. Responsibility towards the government



Responsibility towards Society

- Carrying on business with moral& ethical standards.
- Prevention of environmental pollution.
- Minimizing ecological imbalance.
- Contributing towards the development of social health, education
- Making use of appropriate technology.
- Overall development of locality.



Responsibility towards Government

- Obey rules & regulations.
- Regular payment of taxes.
- Cooperating with the Govt to promote social values.
- Not to take advantage of loopholes in business laws.
- Cooperating with the Govt for economic growth & development.



Responsibility towards Shareholders

- To ensure a reasonable rate of return over time.
- To work for the survival & the growth of the concern.
- To build reputation & goodwill of the company.
- To remain transparent & accountable.



Responsibility towards Employee

- To provide a healthy working environment.
- To grant regular & fair wages.
- To provide welfare services.
- To provide training & promotion facilities.
- To provide reasonable working standard & norms.
- To provide efficient mechanism to redress worker's grievances.
- Proper recognition of efficiency & hard work.



Responsibility towards consumers

- Supplying socially harmless products.
- Supplying the quality, standards, as promised.
- Adopt fair pricing.
- Provide after sales services.
- Resisting black-marketing & profiteering.
- Maintaining consumer's grievances cell.



Ethical Concerns which need immediate attention

- Violation of consumer rights
- Exploitation of employees
- Protection of environment
- Exploitation of child labor
- Exploitation of women
- Misleading advertisements
- Production of hazardous products
- Ensuring Transparency in various departments
- Illegal trade practices
- Indulging in Corruption and unfair practices by Management
- Exploitation of scarce natural resources
- Violation of Intellectual Property Rights



Carroll's CSR model

Benefits of CSR



TATA's CSR ACTIVITIES

Dedicates around 10-12% of its net profit to CSR

Special provision for training and employing the local women at all its facilities

Technical and Vocational Training for Youth Members

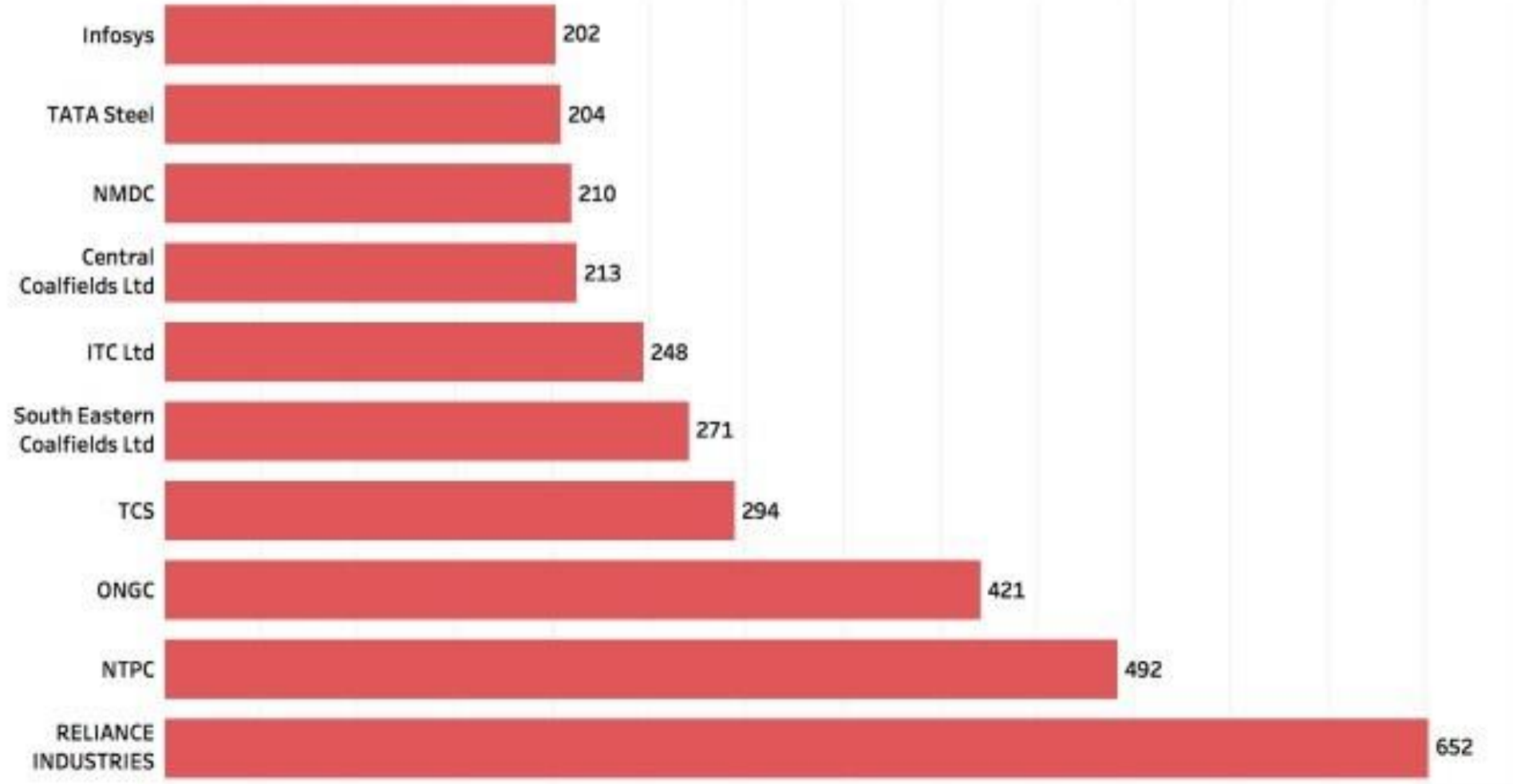
Partnering with the Public and the Social Sector

Sports training centre at Jamshedpur

Runs a hospital in Mumbai



Top 10 Companies by CSR Expenditure (2015-16 in Rs Crore)





**Thank
You!!!**