

# PURPOSE & GOALS OF CSR

## IN INDIAN CONTEXT

responsibility

C

S

R

Corporate

Social



# First Time in India

- **Corporate Social Responsibility in India.** India is the first country in the world to make **corporate social responsibility (CSR)** mandatory, following an amendment to The **Company Act, 2013** in April 2014. Businesses can invest their profits in areas such as education, poverty, gender equality, hunger and other SDGs.
- India is one of the few countries that has made **CSR** activity for big companies a **mandatory** regime. It has done so that businesses don't take undue advantage of the environment, improve customer satisfaction, and help better investor's morale. Jan 25, 2019
- As per Compliance not only how companies manage their business processes to produce an overall positive impact on society.
- It covers sustainability, **social** impact and ethics, and done correctly should be about core **business**.

# Understanding of CSR

**CSR** can be defined as a Company's sense of responsibility towards the community and environment (both ecological and social) in which it operates.

Companies can fulfil this responsibility through waste and pollution reduction processes, by contributing educational and social programs, by being environmentally friendly and by undertaking activities of similar nature.

CSR is not charity or mere donations. CSR is a way of conducting business, by which corporate entities visibly contribute to the social good. Socially responsible companies do not limit themselves to using resources to engage in activities that increase only their profits.

They use CSR to integrate economic, environmental and social objectives with the company's operations and growth. CSR is said to increase reputation of a company's brand among its customers and society.



# SUSTAINABLE DEVELOPMENT GOALS

**1** NO POVERTY

**2** ZERO HUNGER

**3** GOOD HEALTH AND WELL-BEING

**4** QUALITY EDUCATION

**5** GENDER EQUALITY

**6** CLEAN WATER AND SANITATION

**7** AFFORDABLE AND CLEAN ENERGY

**8** DECENT WORK AND ECONOMIC GROWTH

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

**10** REDUCED INEQUALITIES

**11** SUSTAINABLE CITIES AND COMMUNITIES

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

**13** CLIMATE ACTION

**14** LIFE BELOW WATER

**15** LIFE ON LAND

**16** PEACE, JUSTICE AND STRONG INSTITUTIONS

**17** PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

# PURPOSE OF CSR

The purpose of CSR is to make corporate business activities sustainable in its three Dimensions

- Economic
- Social
- Environmental

# Purpose of CSR

- CSR purpose to ensure that companies conduct their business in a way that is ethical this means taking account of their social, economic and environmental impact and consideration of human rights. It can involve a range of activities such as working on partnership with local communities.
- Now, **CSR** has become one of the standard business practices of our time. For companies, the overall aim is to achieve a positive impact on society as a whole while maximising the creation of shared value for the owners of the business, its employees, shareholders and stakeholders.

# The Purpose of Inclusion of CSR in the Companies Bill

- The CSR provisions of the Bill seek to create an enabling environment.
- Allow corporates to harness and channelize their core competencies as well as develop effective business models
- Promote and facilitate far better connection between businesses and communities
- Facilitate deeper thought and longer term strategies for addressing some of our social, economic and environment.



Figure No. 1 Social Responsibility of Business Towards Society.





- The benefits of CSR in compliance with ISO 26000

### Internal benefits



### External benefits





**WIN WIN SITUATION FOR  
ALL**