

## Corporate Social Responsibility

It is said that Businesses must assume a major role in making the World a better place. And so, corporations adopt many socially responsible policies ranging from providing an ethical environment for the industry to saving Planet Earth.

How it works Various companies follow different models and interpret CSR in slightly different ways. For most companies, a CSR programme involves donating a certain share of their profits to charitable causes. Such companies follow a more philanthropic model. On the other hand there are companies which follow a model which is much more focused on operating the core business in a socially responsible way. This includes investment and involvement in the community which is not limited to donations for charitable causes. Irrespective of the models the companies follow, there is growing pressure on businesses to play an active role in the social issues. What you can do about it? We as employees of establishments have a duty to get involved in the CSR activities of our respective companies. Every company will have a CSR cell. It is in the hands of individuals to get involved and be an active member of the CSR group. If a company is not involved in any CSR activity, it is the right of every employee to question the lack of social responsibility. The easiest way to get involved is to find out which CSR activities your company is involved in. This information can be obtained from the Community cell of a company or by approaching HR personnel. Every individual can make a difference in the growth and the path taken by CSR cells of their companies. It offers a fantastic economic model by itself and who better than the big corporate to develop it to perfection. Newsletter Editorial Team August 12, 2006