



SNS College of Technology

Coimbatore -35



UNIT IV CORPORATE SOCIAL RESPONSIBILITY



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Meaning of CSR
Evolution of CSR

1st Indian **Design**
Institution **Thinking**
Implement Curriculum

Redesigning CommonMind and Business Towards Excellence



Points to discuss

Recap

Prominent features
of MRTP & FERA

Social, cultural
environment -their
impact

Assesment





Corporate Social Responsibility



DEFINITION OF CSR

BY WORLD BUSINESS COUNCIL

“Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workplace and their families as well as of the local community and society at large”.



MEANING OF CSR

- ❑ CSR IS ALL ABOUT HOW COMPANIES MANAGE THE BUSINESS PROCESSES TO PRODUCE AN OVERALL POSITIVE IMPACT ON SOCIETY.
- ❑ HOWARD BOWEN – “FATHER OF CSR”
- ❑ CORPORATE SOCIAL RESPONSIBILITY (CSR) IS A STRATEGY UNDERTAKEN BY COMPANIES TO NOT JUST GROW PROFITS, BUT ALSO TO TAKE AN ACTIVE AND POSITIVE SOCIAL ROLE IN THE WORLD AROUND THEM.
- ❑ THE TERM IS ALSO ASSOCIATED WITH THE RELATED TERM CORPORATE CITIZENSHIP.





EVOLUTION OF CORPORATE SOCIAL RESPONSIBILITY

Historical Evolution of Corporate Social Responsibility



www.lawcorner.in



CONT.,



The Evolution of CSR



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Centre for the Promotion of Imports from developing countries | June 2011



Assessment

WHO IS FATHER OF CORPORATE SOCIAL RESPONSIBILITY ?

1. HOWARD BOWEN
2. Carl benz
3. Mahatma Gandhi
4. None of the above





Meaning meaning CSR evolution of CSR





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**THANK
YOU...**