WE REPLACED OUR STYROFOAM CUPS WITH PAPER CUPS, BUT IT’S NOT SO CLEAR THAT IT HELPS THE PLANET.

WE DIDN’T DO IT TO HELP THE PLANET. WE DID IT TO LOOK LIKE THE SORT OF COMPANY THAT CARES ABOUT THAT SORT OF THING.
Business - Success

Business
- Commercial?
- Profit?

Success
- Victory?
- Win?
Successful Business?

Economic

Profit

Growth

Non-Economic

Values

Status

Sustainability
Obligation – Moral v. Legal

Morality, Ethics

Law
What is CSR?
Constitution of India

• Article 51A. Fundamental Duties.-

It shall be the duty of every citizen of India-

• (a)...(i)

• (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement.

• Part IV – Directive Principles of State Policy
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Main Constituents of CSR Policy

- Preamble
- Introduction
- Scope
- Vision, Mission, Objective
- Guiding Principles
- Governance structure
- Roles and Responsibilities of various people
- Budget
- Area/ Sector
- Monitoring Mechanism

Okay, we need a campaign to tell the public that we put social responsibility ahead of profits so we can make more profits.
Consider a Bank

The ICICI Bank’s Initiative
The need of Intent

‘ETHICAL POLICY’
Policy – Stakeholders - GAP
Letter v. Spirit

Oh, that ... That's clean pollution!

CSR
Sign an online petition to stop global warming.

I think this would be our best and the most cost effective CSR initiative.
Timing of CSR

YOU CAN IMPROVE PUBLIC PERCEPTION BY OFFSETTING THE REALITY OF YOUR PROJECT WITH MORE INVESTMENT IN GREENWASH INC

Consider this Video
What can be done?

• Find the policies of the companies which are near to your place.
• Read and interpret the policies
• Try to find the proper solution and a sponsor for your cause
Thank You