DURGA MAHAVIDYALAYA

CSR AND BUSINESS ETHICS

presented by

BHAVNA THAKUR

(assistant professor)

CSR(Corporate Social Responsibility):

CSR refers to a company's commitment to operate ethically, contribute to economic development, and improve the quality of life of its stakeholders and the community. It involves voluntary actions beyond legal requirements to address social, environmental, and economic impacts.

Definition:

CSR is a company's commitment to operate in an economically, socially, and environmentally sustainable manner.

Scope of CSR:

The scope of CSR (Corporate Social Responsibility) encompasses a company's responsibilities towards society, environment, and stakeholders beyond its legal obligations. It includes:

1. *Environmental responsibility*:
Reducing environmental impact, sustainability practices.

2. *Social responsibility*:
Community engagement, fair labor practices, human rights.

3. *Economic responsibility*:
Contributing to economic development while being ethical.

4. *Stakeholder engagement*:
Considering interests of shareholders, employees, customers, suppliers, and community.

Characteristics of CSR:

1. *Voluntary*: CSR goes beyond legal requirements.

2. *Integrated approach*: CSR is part of business strategy and operations.

3. *Stakeholder-oriented*: Considering impacts on various stakeholders.

4. *Ethical focus*: Aligning business practices with ethical values.

5. *Transparency and accountability*: Reporting and being accountable for CSR efforts.

Outcomes of effective CSR:
1. Enhanced reputation and trust.
2. Better risk management.
3. Improved stakeholder relationships.

Aspects of CSR:

Philanthropy: Donations, community development.

Environmental sustainability: Reducing carbon footprint, waste management.

Ethical practices: Fair labor practices, transparency.

Benefits of CSR:

- Enhanced reputation.
- Increased stakeholder trust.
- Risk management.

Business Ethics:

Business ethics involves principles and standards that guide behavior in the business world. It deals with what is right and wrong, fair and unfair in business practices, decision-making, and interactions with stakeholders.

Definition: Business ethics involves applying moral principles to business decisions and practices.

Key considerations:
- *Fairness*: Treating stakeholders fairly.
- *Honesty*: Truthful communication
- *Respect*: For stakeholders' rights and dignity.

Importance of business ethics:
- Builds trust and credibility.
- Guides decision-making in complex situations.

Interconnection of CSR and Business Ethics:

Both CSR and business ethics focus on responsible business conduct, considering impacts on stakeholders and society.

Key aspects of CSR and Business Ethics:

1. *Social responsibility*: Companies consider impacts on society and stakeholders.
2. *Ethical decision-making*: Businesses make choices based on ethical principles.
3. *Transparency and accountability*: Companies are open about their practices and take responsibility for outcomes.
4. *Sustainability*: Balancing economic goals with environmental and social considerations.

Importance:

CSR and business ethics help build trust, enhance reputation, and contribute to long-term success.