

GacivkmGnpCati nigkarTTV xisRtUcNBalsgh

INTERNATIONAL BUSINESS AND SOCIAL RESPONSIBILITY

karTTV xisRtUcNBalsgh TsShvCa eKal neya)ay TngEbbbT nigvFankarenkarRkbRkg
TajLayEdI Gacppl karkcMhdI sumal PaBsgn KMaCaTisedAchgmYrbssmkat;
taj. karTTV xisRtUcNBalsghsaCvkm(CSR) mannySMaEaEl katBkicPaLay
EdI RkmhnsaCvkmnymanchBaPaKdeTeTot.

bBaRtUBcarNa³

- karTTV xisRtUcNBalsgh RkmhneTaeI IskmPaBrbsxEdI man\TB I eTaeI Isgh man
I kN³vCnan nig GvCnan. kareFGacivkmKwlm,rkpl km bnpkarkpl kntenH man
pl biBal CaCnan nigCaGvCnanNBalsgh.
- kntenkarTTV xisRtUcNBalsgh RkmhukYmankugkarCYedaRsaybBalsgh. etRkmhuk
BhCatRtUykcitFkdakktNacNBalsgh?

ø karBnitieTaeI karTTV xisRtUcNBalsgh Examination of Social Responsibility

- karTTV xisRtUcNBalsgh IsdheCQWaeKal KntenkarTTV xisRtUcNBalsgh. CadMgRkmhuk
RtUTTV xisRtUcNBalsgh PaEdI GacrkpI cMnj)an KMa pl itpl tpi nigbegltesva
ehlyI kedm,pl cMnj .

ehtpI ³

- § skmpPaEdI KnpI cMnj ngeF[mashuminGacTTV GhdI ekSmngTTV)an.
- § GkrRkbRkgngmansprthinmU kugkarSMiceKal edArkpl cMnj rbsBkeK.
- § manTmasCamyskmPaBGacivkmFmpta.

eyabI ; ³

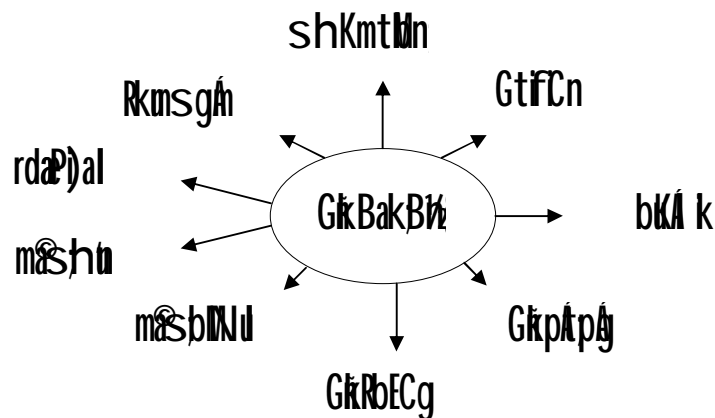
- § minRtUTTV rabrgvFankarsghEdI KnpI RbeyaCn_(Peter Drucker)
- § karTTV xisRtUcNBalsghEtmyKtenRkmhukGacivkmKwlbeghpl cMnj
[dI kntGtbrma (Milton Freedman).

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RtUTTV xisRtUcNBalsgh PaEdI GacrkpI cMnj)an KMa pl itpl tpi nigbegltesva
ehlyI kedm,pl cMnj .

- **karTTV x̄sRtUel Isll Fm'Edl mannyfa Rkmh̄t̄saCvkmp̄t̄umandNrkareday**
RbB̄t̄ant̄M̄ ngbTd̄ansḡh̄. kareFkarsM̄ccit̄p̄igvFanrbsRkmh̄t̄Rt̄umanm̄l̄ d̄an
eT̄ael PaB̄rt̄m̄Rt̄U.
- **karTTV x̄sRtUep̄km̄nsFm'sM̄AeT̄ael Iskmp̄aB̄Edl KitB̄RbeyaC̄nm̄nsScati**
-R̄sLaj m̄nsScat̄l̄ nigkarsM̄ccit̄p̄m̄nsScat̄i. skmp̄aB̄TTV x̄sRtUelB̄alsḡh̄ekt̄
ecj BkarsM̄ccit̄p̄s̄sat̄ nigdk̄n̄d̄aykarvic̄ȳnigC̄m̄s.
*skmp̄aB̄GaCvkmp̄yGacek̄it̄L̄gbkarr̄hb̄BaP̄enk̄t̄p̄C̄m̄j̄ Tajb̄hxagel̄ IK̄s̄d̄k̄'ē,ab;
sll̄ Fm'n̄gm̄nsFm'.*

- Ø **karC̄m̄j̄ T̄m̄c̄it̄p̄ḡkarTTV ykkarTTV x̄sRtUelB̄alsḡh̄m̄b̄k̄it̄** ³
- } **br̄t̄t̄PaB̄bris̄t̄s̄** (Pure Altruism) ³ **ect̄n̄ak̄ḡkarRb̄B̄t̄p̄ḡb̄N̄gp̄l̄ RbeyaC̄n̄R̄best**
b̄m̄t̄d̄l̄ sḡh̄edaym̄n̄KitB̄p̄l̄ RbeyaC̄n̄x̄ū̄Ēḡ.
 - } **KitRbeyaC̄n̄T̄aj̄sḡxag** (Enlightened self-interest) ³ **karr̄hb̄BaP̄kar)arm̄T̄ael̄ p̄l̄**
RbeyaC̄n̄x̄ū̄Ēḡ Cam̄ȳn̄gp̄l̄ RbeyaC̄n̄Ḡt̄f̄C̄n̄. kark̄l̄ t̄l̄ asrȳ³eB̄l̄ EvgrbsR̄km̄
h̄t̄Cam̄ȳn̄ḡskmp̄aB̄Edl̄ p̄l̄ p̄l̄ RbeyaC̄n̄d̄l̄ sḡh̄.
 - } **KitRbeyaC̄n̄x̄ū̄Ēgs̄t̄s̄at̄** (Pure self-interest) **em̄ll̄ eX̄ij̄ RbeyaC̄n̄x̄ū̄ĒḡT̄aj̄R̄sḡ**
-m̄ȳryPaKryRbeyaC̄n̄x̄ū̄Ēḡ s̄t̄iPaKryRbeyaC̄n̄sḡh̄l̄.

- Ø **RkmḠk̄BakB̄h̄s̄** (Stakeholder groups)



- Ø **d̄m̄ak̄kal̄ ēn̄karTTV x̄sRtUelB̄alsḡh̄** (Continuum of Social Responsibility)

1. **karR̄oq̄at̄j̄** (Opposition) ³ **b̄d̄esF̄karTTV x̄sRtUel̄h̄yB̄iaȳmr̄k̄S̄as̄h̄PaB̄F̄m̄t̄a.**
Rkmh̄t̄Rt̄U)anbḡl̄ēkarBc,ab;nḡsḡd̄as̄ll̄ Fm'.

2. **katBkic[©]** (Obligation) ³ **katBkic[©]** sGaCvkmgkareqlytbcbBakkarTTV xnsRtueI l
Epkesdke[©]ngc,ab;. eKaBtanc,ab;ngsbdasll Fmedays[©]citKpnkarbgM
3. **karqlytb** (Responsiveness) **mannysMAtAel lFanTTV xnsRtUcMBalsghrbs;**
GaCvkmpd l eTAhYsBkatBkic[©]MBalsgh Kwa vaCasmtPaBrbsRkmhukgkEktM
xheTAtankarpesbpl kqNBsgn. eqlytbngesckptUkarbsGk BakBvS
4. **karcU rnenAkugkarTTV xnsRtUcMBalsgh** (Contribution to social responsibility) ³
karpl vPaTanCyedaRsaybBalsgh. CaFmYkugkarCydl Gk BakBvSTAhYsBl
karrBgtkrbsBkeK.

Ø **GnutpkarTTV xnsRtUcMBalsgh** (Institutionalizing Social Responsibility)

EpkkicParsaF³ N³ KWaykdanEd l edrtCaQabvagGgPaB nigGkEd l BakBvS
maga³

1. skSa nigEstyyl BbBalsgh.
2. BkkrNgnakarsgn.
3. vPaKmCAdansgh.
4. GPiDAkmpFedm,bBj tMkarenRkmGk BakBvS

RoePTenkarGnutpkarTTV xnsRtUcMBalsgh³

1. **karRTKg;³ kartsmtKaTd l bBhtsgntanry³FnFanhrBaftBsPa³ nig**
mnsS.
2. **PaBCaedK³ shRtbtPanlyRkmepSg²edm,EstykdMNaRsayEd l TTV**
yk)anTajsgxagsMbedRsaybBalsgh.
3. **eshannsCati³ vPaTanRakkas;eBl evl a esva cMBaRkhsnGbrlB**
sb,usFm'se[©]AmnsSCati.
4. **pl kmGkRbK³ GnBaftGkRbKqQbsMkedm,ITV ykmxtMNganAkug**
GgkaminKitkkt.

----hecbiadfg----