



RUKMINI DEVI

Institute of Advanced Studies

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Class room Connect for BBA Students by Ms. Megha Pandey

TITLE	Submission of Web Report for Class room Connect for BBA Students by Ms. Megha Pandey
Resource Person/ Facolimator	Ms. Megha Pandey
Date	25/10/2018
Summary	<p>Ms. Megha Pandey is the Alumnae of RDIAS, working with Thomson Reuters as Talent Acquisition Coordinator New Delhi, India. Under the umbrella of our class room lecture series with alumnae, she came here to enlighten our student on CSR concept.</p> <p>She talk about CSR concept starting from its birth in accordance with section 135(5) of the 2013 Act, a company meeting the CSR applicability criteria needs to spend, in every financial year, at least 2% of its average net profits made during the three immediately preceding financial years, in pursuance of its CSR policy. And then its amendment in 2014.</p> <p>Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable – to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society including economic, social, and environmental. To engage in CSR means that, in the normal course of business, a company is operating in ways that enhance society and the environment.</p> <p>She also spoke about major shareholders of company who can take part in CSR and get benefited with this concept like: Market, Environment, Government, Customer.</p> <p>She gave the live example of her own company who take part in providing to food to the deprived people through NGO called Akshaya Patra Foundation. She also gave the example of BMW who are planning to provide the education to 1 billion people by 2020.</p>