



CORPORATE SUSTAINABLE RESPONSIBILITY

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Undoubtedly, corporates play a vital role towards an economic development and growth of any nation proliferating GDP quintessence a volume tax contributors and mass employment provider at private sector with having significant influences and an enormity in chartering economic policies.

The Clarion Call

Presently, in the era of re-arranging of the world order, global economic doldrums, dysfunctional institutions and fractured world, an alarming situation especially for Corporates to cogitate paradigm shift toward Socio-economic contributions and responsibilities.

The CC LIMIT (Corporate Commitment Limitations)

Mere cutting cheques are enough towards CSR Activities???

Under Corporate Social Responsibilities (CSR) as a mandatory obligation to provide monetary alms / cutting cheques are valuable contributions but not enough though.

The corporates have to overcome out of Corporates Commitment Limitations (CC Limits) as stumbling block, instead should take complete onus of socio-economic development of the society.

The paradigm shift is need of the hour from Corporate Social Responsibilities to “*Corporate Sustainable Responsibilities*”.

The Pathway

- 🕒 The transition from Corporate Social Responsibility to “Corporate Sustainable Responsibility”.
- 🕒 A shift from Spending to “*Caring*” should be the mind-set.
- 🕒 Considering Welfare to “*Well-being*” of Society which means an inclusive growth through co-development & co-existence.



Peace Economy

PEACE: The Missing Substance

The most popular areas of CSR spending's are towards activities related to Hunger, Health, Education, Environment, Gender Equality, Rural Development, Sports, Senior Citizens, Child Labour, PM Relief Fund, etc.

Besides the above-mentioned areas, companies also contribute to Corpus of a Trust/Society/Section 8 companies etc. qualifies as per CSR rules.

Ain't contribution towards Peace Led Economic Development activities to be looked upon as one of the prime contributing areas along with the above mentioned areas?

Considering the present ongoing Geo-economic and Geo-war scenario, it's become imperative to contribute for Peace Ventures/ Peace Building Activities for the safer and peaceful living of self, family, neighbourhood and the world.

The Pathway

- ① Corporates have profound expertise and an art of economic negotiations.
- ② These skills, tactics and resources could be utilised by partaking during the "**Peace Negotiation**" at all levels providing support to the Government.
- ③ In exchange, upon achieving a successful negotiations shall open an additional venue and geography to **expand business and to reap surplus**.
- ④ **Maintaining resemblance** between Peace and Economic development is key.
- ⑤ The companies has to come forward embracing **Economic Trusteeship**.
- ⑥ **The Peace Led Sustainable Economic Development** is the way forward for survival of humankind.

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