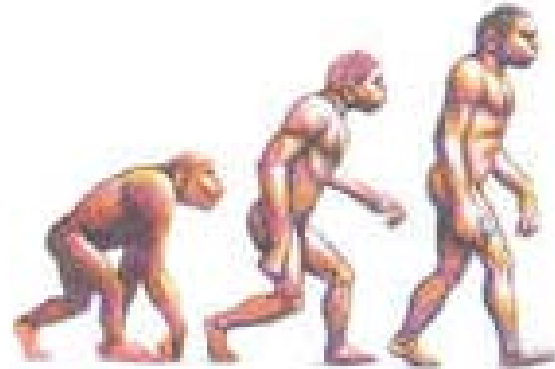


# Evolution of CSR

Masterclass

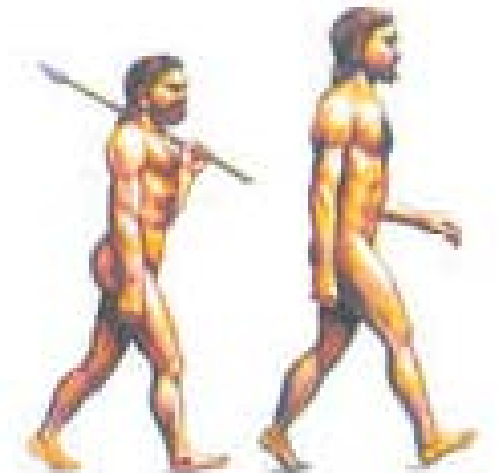
At GCSRA National CSR Conference 2019

# Evolution of CSR



Biological evolution

**Anthropocentric & humanitarian**



Complete evolution in progress; yet to happen

**Understanding**

Shareholder to Charity/Philanthropy

Compliance to Self-actualisation

**Drivers/Purpose**

Reputation/Social license/compliance

Moral/Ethical business

**Approach**

Humanization – Humanitarian  
Sympathy

Dehumanization – Humanist  
Empathy

# Evolutionary shift in offing

- Shareholders **to** *'stakeholders'*
- Charity **to** *'strategic/social justice philanthropy'*
- Voluntary **to** *'mandatory'*
- 'Fair weather approach' **to** *'core business practice'*
- 'Social Mask' **to** *'DNA of the Business'*

“From each according to his ability to each according to his needs”

# Inward questions

Is the pedagogy of CSR right?

Is CSR meeting the core objectives?

Is CSR responsible, just & fair?