

Delighted Values-4R's

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Corporate Social Responsibility is the give & take the relationship between the company and society. Company is taking the opportunity of showing some responsibility towards the society in return of using the resources of society. The number of companies that have spent less than 2% has substantially come down by 37% to 33 companies in 2017-18 from 52 in 2014-15. The statistics show that companies pursuing CSR activities have substantially declined to a huge percentage. Thus they should adopt CSR and it basically shows the values of a firm towards the society which is termed as *Delighted Values*.

Delighted Values can be easily understood by 4R's:

- Responsibility
- Reliability
- Respect
- Repetition

Let us take an example of a company in which it shows some *responsibility* towards society by promoting education, saving water, employment enrichment vocational skills, enabling minimum use of plastic bags, ensuring environmental sustainability, promoting gender equality and empowering women, reducing child

mortality & improving maternal health and by making all these efforts the company is said to be more *reliable* for the society because it serves the nation a good message.

As water is a non-renewable source of energy so it is necessary to determine and get aware of the usage and wastage of water. It takes two to tango means Company alone is not responsible for bestowing to the society; society would also contribute to the company. *Respect* towards the values and environment in which most of the resources are non-renewable or generated easily by nature.

Companies will keep on *repeating* their activities as it is an integral element to survive in the competitive market & will continuously introduce beneficial policies for society and to be environment-friendly. Companies use various methods to deploy their funds towards innovative development projects. The CSR spending by top Indian companies in 2018 was 47% higher than what it was back in 2014.

*“Saath saath kadam badhayenge,
tabhi to desh ko do kadam aage lekar jayenge.”*

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