

Along the CSR continuum

*Is India Inc doing
enough???*



1

CSR is not a new concept in India

Only about 50% of top 100 listed companies reach somewhere near to to 2%

Handful speak about the REAL IMPACT

2

CSR vs Sustainability

Does India need need a clearer and broader definition of Sustainability if companies are to move beyond philanthropy?

CSR is enlightened Self Interest?

3

CSR - part of business strategy

Majority of top 100 companies have CSR policy in place...

Is it fully functional??

Is it a part of their strategy??

4

What's the end game

2% ruling ??

Real Intent of value creation ??

Inclusive growth ??

...

Important to align the government mandated to address India's socio-environmental challenges while enabling better long term profits

5 *The real value*

The focus need to shift ...

- from causes to social impact*
- from reputational enhancement to measurable difference to social needs*
- from CSR/SD islands to an integrated strategy*

A Long way to go

For discussions please don't hesitate to contact us

Arvind Sharma

Leader : Sustainability and Climate Change

arvind.sharma@in.pwc.com

Abhishek Tripathi

Leader : Corporate Social Responsibility

tripathi.abhishek@in.pwc.com

The information contained in this document is provided 'as is', for general guidance on matters of interest only. PricewaterhouseCoopers is not herein engaged in rendering legal, accounting, tax, or other professional advice and services. Before making any decision or taking any action, you should consult a competent professional advisor.

© 2016 PricewaterhouseCoopers Private Limited. All rights reserved. In this document, "PwC" refers to PricewaterhouseCoopers Private Limited (a limited liability company in India), which is a member firm of PricewaterhouseCoopers International Limited, each member firm of which is a separate legal entity.