

## **Project 10: Corporate Social Agenda as a Growth Strategy, its Special Emphasis on Sustainability, Foundations and CSR.**

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**Brief Description:** The project analyzes the benefits to, and the growth of, companies that improve their reputation through corporate social agenda. It examines if corporate sustainability can be a pro-active strategy to ensure the organization's long term growth by taking a balanced developmental approach to profit the people on the planet. Also it focuses on how consumers and civil societies play a vital role in more socially responsible business, and how far corporate social agenda can be a profitable affair. The purpose of the project is to uncover the activities carried out under the umbrella of corporate social responsibility. Also the team evaluates innovative ways of structuring activities executed for intense social outreach. Social benefit is derived from the strong CSR policies adopted by the companies, hence a check and evaluation of the same is inevitable. Further, sustainability and appropriate disposal of resources is a vital focus of the project. Hence, the project of CSR derives benefit from such evaluations and policy formations.

