Ethics & Morality · GS - IV

Corporate social responsibility makes companies more profitable and sustainable. Analyse.

EXAM YEAR	PAPER	SUBJECT
2017	GS - IV	Ethics & Morality

MARKS	WORD LIMIT
10	~150 words

Answer Hint

Corporate social responsibility; stakeholder welfare; brand reputation; employee morale; resource efficiency; sustainability; community development; ethical governance

Model Answer

Introduction

Corporate Social Responsibility (CSR) involves businesses taking responsibility for their social and environmental impacts. Genuine CSR can support long-term profitability and sustainability.

How CSR Helps

- **Brand reputation:** Responsible practices build consumer trust and strengthen customer loyalty.
- **Employee welfare:** Fair treatment and safe workplaces improve morale and retention.
- **Resource efficiency:** Energy conservation and waste reduction lower costs and environmental damage.
- **Community relations:** Investment in education, health and livelihoods strengthens local trust and reduces operational conflict.
- **Risk management:** Ethical supply chains and environmental safeguards reduce reputational and regulatory risks.

Limitations

CSR does not automatically increase profits. Poorly planned initiatives may waste resources, while exaggerated claims can amount to greenwashing. Companies need measurable targets and transparent reporting.

Conclusion

CSR can align business interests with social welfare, creating long-term value. Its success depends on genuine commitment, ethical leadership and accountability rather than mere publicity or legal compliance.

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