

Benefits of a CSR programme in a Global Aspect (Companies Perspective):

A Good CSR practices can only bring in greater benefits by fostering the below aspects, (two main)

1. **Attracting and retaining employees** – Increasing the employee morale and sense of belonging to the company
2. Enriching the corporate reputation – positive image and branding benefits are created to place the company as a responsible corporate citizen in the world market.
3. Cost savings
4. Revenue increase from higher sales and market share
5. Brand Value
6. Can avoid negative press and customer boycotts (risk reduction/management)

