

Importance of CSR for the Socio-economic Development of Pakistan

By
Marryam Shah
Enrolment No. 01-155092-026

A Research Proficiency Paper presented to Bahria University,
Islamabad in partial fulfillment of the requirements for the degree of
Bachelors of Social Sciences.

January, 2014

Supervisor: Sir Ali Kamran

Acknowledgement

This research paper was made possible due to the valuable guidance provided by my teacher Ma'am Fauzia Qayyum, and my research supervisor Mr. Ali Kamran. I would further like to extend my gratitude to Mr. Faisal Buzdar who has played a vital role over the years in making my concepts regarding Development Studies stronger, and last but not the least, I would like to thank my sister Mishal who stood by me during this entire process of research writing and encouraged me immensely whenever I needed support.

SECTION	TOPIC	PAGE #
1.0(a)	Introduction	6
1.0(b)	Significance of the study	10
1.0(c)	Purpose Statement	10
1.0(d)	Objectives	11
1.0(e)	Research Questions	11
1.0(f)	Methodology	11
1.1	Theoretical Framework	12
1.1(a)	Definition of CSR	12
1.1(b)	Advent of CSR	13
1.1(c)	The Pyramid of Corporate Social Responsibility	14
1.1(d)	Application of Theoretical Framework	15
1.1(f)	Limitations of the Study	17
Section 2	Corporate Social Responsibility	18
2.0(a)	What Is CSR?	18
2.1	Emergence Of CSR	19

Section 3	The Current Scenario in Pakistan, and ‘Gaps’ left By the Government and Non-Governmental Organizations	22
3.0(a)	Budget	22
3.a.i	Budget allocation in different sectors (2012-13)	22
3.a.ii	Budget allocation in different sectors (2013-14)	23
3.0(b)	Provincial allocations	24
3.0(c)	Burden on the Poor:	27
3.1	Work of Non-Governmental Organizations in Pakistan	27
3.2	HDI of Pakistan	29
Section 4	CSR In Pakistan	32
4.1	CSR In Pakistan and CSR In The West: A Comparative Analysis	32
4.2	Why Should Companies Adopt CSR?	36
4.1	Application Of CSR Pyramid In Pakistan	41
4.2	How CSR benefits Society: A Review of the CSR initiatives of Fauji Foundation, Shell and Pakistan Tobacco Company.	44

4.2(a)	Fauji Foundation	44
4.2(b)	Shell Group	47
4.2(c)	Pakistan Tobacco Company	51
4.3	Analysis Of CSR Practices Of Chosen Corporations	54
Section 5.0	Analysis of UNDP 2012-13 Report to Recommend Areas for Future CSR Initiatives	59
5.1	Conclusion	65
	Bibliography	66