



# **CSR ACTIVITIES AS A TOOL FOR VALUE CREATION**

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**BY**

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## **ABSTRACT**

The purpose of this research is to examine the importance of CSR for an organization as well as the customers of that organization. This research includes sample size of 50. The company chosen for this study is MOBILINK. Different opinions are gathered through questionnaires and interviews of the employees working in Mobilink and the users of there service. Corporate social responsibility is the declaration by the company to perform in ethical and lawful manner, morally promoting the welfare of the society as well as the workforce to make a contribution in the growth of the economy and society collectively and to accomplish the community expectations from the business. The result achieved from this research is that the employees of Mobilink consider CSR as an essential tool for the growth of the organization and society. Working for humanitarian welfare increases the sense of responsibility in the workers. Where as the users still need to realize its significance as they consider CSR activities as the publicity stunt to attract people and generate profit for the company.



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