



# **HOW IMPORTANT CORPORATE SOCIAL RESPONSIBILITY IS FOR COMPANY GROWTH**

A thesis  
Presented to  
The faculty of  
Management Sciences  
Bahria University Karachi Campus

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In Partial Fulfillment  
of the Requirements for the  
Degree Master in Business Administration

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**BY**

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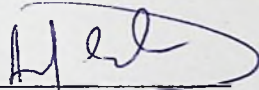
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# BAHRIA UNIVERSITY KARACHI CAMPUS

## RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis here to attached, entitled, "**HOW IMPORTANT CORPORATE SOCIAL RESPONSIBILITY IS FOR COMPANY GROWTH** " prepared and submitted by "**HASAN BILAL TAAK**", in partial fulfillment of the requirements for the degree Master in Business Administration, is hereby recommended for appropriate action.

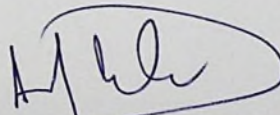
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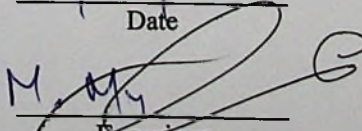
## PROJECT/ THESIS COMMITTEE

In partial fulfillment of the requirements for the degree of Master in Business Administration, this thesis entitled, "**HOW IMPORTANT CORPORATE SOCIAL RESPONSIBILITY IS FOR COMPANY GROWTH** ", is here by recommended for Oral Examination.

  
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## **ABSTRACT:**

Corporate social responsibility is seen as a major buzz market in today's environment. Business companies are seeing it as a major strategy for meeting with the changing market trends, competitive environment. Engro is a leading organization in making a entirely different foundation for this purpose. Companies have realized that they can have a strong room for competitive advantage when they have a strong support from the society. Companies they have t align corporate social responsibility with their sustainable growth factor in order to survive in today's globalized world.

Companies can get involved into CSR activities at any levels including economic, legal, ethical and philanthropic. It all depends upon how much company is really serious about the CSR implementation.

This research is based in Pakistan and describes how Engro foundation implements CSR activities in different areas like education, health, infrastructure and disaster management. Moreover at which level Engro foundation operate CSR. CSR major aspects. Different levels of CSR. Theories related to CSR. Furthermore for collecting data interview and survey was conducted to know what general consumers think about CSR.