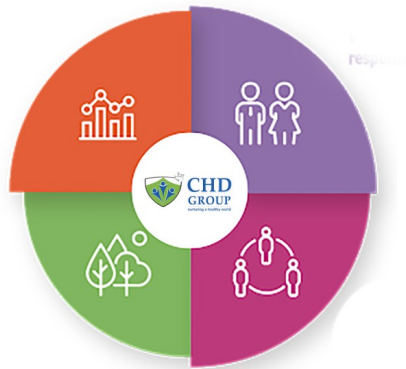


# WHAT CSR MANAGERS MUST NOW FOCUS ON

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**Category:** [Opinion](#)

A post Covid19 world calls for a leadership that is kind and inclusive. But the vision proposition that companies and healthcare enterprises can bring must solely be built on values.

In number of my meetings with leaders across the spectrum in government and industries around the world, I have met people of all kinds. But what I looked for in all these meetings were those who have a heart beyond the call for duty. Beyond the 2% that drove corporate social responsibility.

I also came across several people who not just complied with mandatory 2% but also did about 50% of social responsibility in so many different ways. It is the value system and belief that drives people and enterprises that really makes the difference, and also leaves a mark on the pages of history.

The

coronavirus pandemic has shaken world leaders and businesses like never before in our lifetime. This is a litmus test for those leaders who hold their guard and still drive businesses along side building social responsibility more now than ever before. These can only be driven by those who have anchored themselves in their strength of values. Those where values are not talked about, or not executed for photo-optics, but values that drive the heart and touch the soul.

#### Values

keep the teams united, provide the much-needed fuel to spark the fire to perform and also provide security and stability, besides attracting like minded stakeholders to add value into the human chain that drives growth and development.

#### A

Covid19 world must not merely focus on businesses alone, but now needs to integrate business development and social impact together.

#### Have

you ever imagined, how gratifying it would be to run a mobile hospital in your region? or perhaps build a community hospital where corporate hospitals do not want to enter or work and have sustainability demanded by implementing agencies?

#### Touching

the souls of human who are often excluded from the idea of growth and often excluded by cash cows is a different feeling. A feeling that cannot be put into words, but only remembered in the remembering.

#### Balancing

science, commerce and social responsibility calls for a vision. A vision that cannot easily be obtained by merely putting money for publicity. That vision needs to be nurtured, shaped and hand-held for a time to see results. Visionary leaders must also learn to spend their corporate social responsibility budget more effectively rather than merely donating it to any treasury and feeling satisfied to have contributed. Accountability and effectiveness is as important as having lunch or dinner on a normal day. I also met several industry leaders who were so confused of what they want in life, or in which way they could drive social impact and as a route of escapism, end up in half baked bread method of developmental dynamics.

Leaders

today must be able to communicate, to respond to letters sent to them. Legacy creating leaders like those of J R D Tata responded to every letter that came in. Today some of them, do not even understand effective communication, let alone response. The fault lies in the hands of the supreme leader of any organization. It is a direct reflection of the culture and cult being created.

A

post covid19 world calls for greater activism, deeper engagement on ground and lesser optics. The true meaning of life is to plant trees under whose shade you may not sit, but at least live to see. How many are really prepared for this spirit?