

# Business In Society Needs to Turn Business for Society (A Conceptual Approach).

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- **Abstract:** More than one year of pandemic (COVID-19) and everything around is disrupted, be it human lives, communities, and businesses all over the world everybody is finding ways and making efforts to integrate in current scenario. The government or private sectors in country everybody is trying all the possible efforts proactively to support the nation and to save lives, and in this situation, CSR has become an integral platform for corporates, government, and NGOs to come in front and take collaborative actions for the welfare of the society. The study is based on the belief that corporate social responsibility is related to the societal concept of the business which states to look beyond the profits. CSR activities performed by the businesses are not confined only to the philanthropic philosophy but beyond that. CSR activities can be integrated in every business function such as while making production of goods companies can follow the production process which can cause less harm to the environment, or they can make eco-friendly products for the safety and health of the customers. By adopting green advertising and Waste disposal policy companies will cause less harm to the customers and become more environment friendly. Employees can be provided better working environment to make employees happier and more satisfied. Thus, even during pandemic situation there are numerous ways to do that. It completely depends upon the company, its resources and its willingness to behave in a socially responsible manner. Ultimately, the social development will get improved by the CSR activities of the companies and the economy will grow, and this why CSR is need of this hour.
- **Keywords:** Corporate social responsibility, Employees, Society, India, Corporates, Business, Pandemic