

# Make your career in CSR domain

## mentor's talk



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Corporate social responsibility (CSR) refers to business practices involving initiatives that benefit society. The activities under CSR include promotion of Health & Sanitation, making available safe drinking water, reducing child mortality etc.

### PATRIKA SQUARE

*CSR operations of most organizations in India are either directly operational initiatives in the rural areas or support rural development projects through grant. Some of the important CSR organizations are Coal India, ONGC, SBI, etc*

### A } The Law

According to the CSR Act, every company, private limited or public limited, which either has a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, needs to spend at least 2% of its average net profit.

### C } Qualification

The professional courses like MBA-Rural Management, Master of Social Works, Post Graduate Diploma in Rural Management offered by different universities are the right options for career in CSR.

### E } Salary

The general career path could start from Assistant Manager, General Manager. Initial salary ranges between Rs. 3 to 5 lakhs p.a and Rs. 8 to 10 lakh p.a. after three years.

### B } Job Description

To establish strategic direction and implementation of an organizations social responsibility objectives as per the policy, build relationships with partner organizations, raising awareness of Company's commitment to CSR.

### D } Skills Required

Skills and knowledge required in this field include an appreciation and understanding of societal needs, ability to collaborate across non-profit boundaries, excellent written and verbal communications skills.

### F } Institutions

Tata Institute of Social Sciences, Mumbai. Xaviers Institute of Social Service. Madras School of social Work. Delhi School of Social Work. IIHMR University Jaipur.