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Key Features

- This book addresses the renewed perspectives, outlining theories behind modern concepts of environmental concerns, human rights and CSR.
- It details the aspects of responsible business and CSR practices of some of India's best and biggest companies.

Vineeta Dutta Roy explores both the practical and academic challenges of developing responsibility in business in the Indian CSR context. Her comprehensive account of the most important drivers of responsible business practices considers environmental sustainability, human rights in value chains, and organisational and individual professional ethics. In this highly-accessible book, Dutta Roy uses these and other themes as lenses to examine the responsible and sustainable business practices of India's leading companies, and offers her readers important insights about the current state of CSR play in the country.

– Dr David Murphy

Academic Lead and Deputy Director, Institute for Leadership & Sustainability (IFLAS), University of Cumbria, Lancaster, United Kingdom

DEMONSTRATING RESPONSIBLE BUSINESS

by

VINEETA DUTTA ROY

Demonstrating Responsible Business is the latest and best addition to the growing literature on the subject. The book is comprehensive in the treatment of the context, both national and international, with very well written case studies. I recommend the book to all who are interested in this domain.

– Dr Bisweswar Bhattacharyya
Former Dean IIFT and Senior Advisor UN

CSR has moved into corporate consciousness largely after its practice was mandated by the Companies Act of 2013. But even now, empirical literature on best practices to guide those new to the concept, is scarce. That is why Vineeta's book, is very welcome. I am sure it will prove invaluable for peer learning.

– Pushpa Sundar
Development Specialist and Author of 'Beyond Business' and 'Business and Community: The Story of Corporate Social Responsibility in India'

The book reminds us of the essential context of Responsible Business Conduct and highlights the requirements and potential of a human-rights-based approach towards all stakeholders.

– Viraf Mehta
Human Rights Expert and Advisor, Partners in Change

A must read for anyone interested in knowing in detail about how CSR and sustainability in companies in the Indian context works and how relevant all these activities are for the business and society in India.

– Dr. Bimal Arora
Assistant Professor, Aston Business School, Birmingham, UK and Chairperson, Centre for Responsible Business (CRB)

About the Author

Dr Vineeta Dutta Roy is a Management Educator and a CSR expert. Her advisory work with organisations such as British Council, FICCI, NHRDN, UN Global Compact Network, AIMA, and IICA and her first-hand experience of CSR and Sustainability practices of a large number of companies for close to two decades gives her an edge to critically appreciate CSR and Sustainability in India.

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