

CSR AT JVI

Corporate Social Responsibility is the commitment made by an organization towards economic development while improving quality of life of the work force as well as of the community and society at large. Striving for social responsibility helps individuals, organizations and governments to have a positive impact on all the integral parts of the society. Community involvement and development are both integral parts of broader sustainable development.

JVI wants to make a difference to the communities in which they operate and to the wider world community. This is Corporate Social Responsibility (CSR) in action. The clue to JVI's success is the careful planning of its strategy and its involvement with many stakeholders in getting the strategy right.

Evaluation is taking place to measure the success of the initiative in terms of meeting fundraising goals. Research is carried out to test customers' views on the relationship and to find out how aware the general public is about what JVI is doing in the field of CSR.

