

## Personal Social Responsibility

Personal Social Responsibility is a socio-economic model that is based on the strategic decision taken by a person to undertake an obligation to society in an organized way. This concept gives us the true meaning of being well-cultured while performing different tasks in the societal level for the benefit of all.

- Personal responsibilities are the duties assigned to ensure an overall image of the individual concerning his/her moral code as perceived by the society.
- PSR is all about doing to others what you would like others do to you.
- It is about recognizing how your behaviour affects others, and holding yourself accountable for your actions.

We encourage the PSR model in our organization for the well being of our people by following

- Educating our employees
- Direct contributions
- Ethical Labour practices
- Promote philanthropy
- Environmentally Consious
- Investing in social and environmental initiatives