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**Kampala City Traders Association (KACITA)** defines CSR as the involvement of an organization in projects or social events that benefits the society at large with a deliberate intention of creating positive altitude towards the organization. it is under this belief that CSR become relevant to trade in Uganda. if an enterprise involves itself in CSR activities it is likely to improve its image in the public, increase its sales and hence gain a competitive advantage. The government has not come out with a clear policy concerning corporate social responsibility. However in countries like South Africa, the King II Report of 2002 made profound recommendations which companies must emulate. One of the major recommendations is that of "Triple Reporting", Enterprises are supposed not only to furnish to public, information about their financial field, but also about the corporate social responsibility as well as environmental issues.

KACITA believes that CSR promotes brand awareness and brand image improvement. Usually the altitude of the society towards a company involved in CSR is positive i.e. MTN Uganda-people had started grumbling about its profitability as well as repatriation of its profits to South Africa their mother country but this was overturned when MTN Uganda reacted by involving its self in more CSR activities in Uganda.

KACITA points out that like any other thing, Corporate Social Responsibility in Uganda faces several challenges as stated below;

- CSR activities are non profit oriented yet profit making enterprises try to maximize profits and try to avoid any activity which encroaches on their profits. CSR activities are largely neglected in order for the managers to be able to declare big profits to their employers and to the shareholders.

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- Competition is very high and sometimes cut-throat hence corporates devote funds which would be for CSR to other marketing communications avenues hence constraining the CSR budget
- Most managers suffer from inertia. They feel comfortable with the present status quo so at the end of the day they resist change. This therefore inhibits the introduction and, or promotion of CSR in a company where it never existed before
- There is no legislation to enhance CSR in Uganda. There is need for an enabling law in the country to make big or small organizations engage in CSR activities that vital to development agenda
- There is no pressure from the civil society organizations to compel companies to involve themselves in sustainable CSR programs
- There is no tax rebate on the money committed to CSR activities in the country. This is a disincentive to CSR programs in Uganda

**KACITA** recommends the following intervention for development of corporate social responsibility in Uganda;

- A legislation be put in place as a guideline for CSR interventions
- Companies must incorporate CSR activities into their strategic plans and to annually report to public about the level of CSR implementation
- Civil Society Organizations should create public awareness on CSR through information dissemination and education about the opportunities and challenges for CSR in the country-it's important to note that some companies do not involve in CSR activities not because they do not want to, but simply because no body has sold the idea to them. Conversely, on the recipient side, they do not ask for help not because they don't want, but simply because they are not aware that out there, there is a good Samaritan who can attend to their plight.
- The people of Uganda should be aware that the corporate world is under to voluntarily return something to the community and such CSR activities must be accounted for.
- The idea of triple bottom reporting should be expeditiously introduced in Uganda so that enterprises not only report about their financial results but also about their corporate social

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responsibility as well as their contribution to environmental improvement and protection.

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