



Mr. Gabriel Hatega
Executive Director-Private Sector Foundation Uganda

Mr. Hatega Gabriel is a trouble-free, candid and committed personality who has transformed the private sector foundation into a more practical body to realize the principles and the agendas of the public-private partnership. **On Corporate Social Responsibility (CSR), Mr. Hatega Gabriel** put it clearly to the attention of the stakeholders that, Business is done within communities. The social and economic development of those communities impacts on the extent of business success. The fortunes of business in the country are thus intertwined with the development of society. Sustained societal development is therefore an essential element in sustainable performance of the business enterprises in a country.

Business enterprises need to embrace Corporate Social Responsibility (CSR), through demonstrated commitment to sustainable social and economic development of society for mutual progress and prosperity. Reputable companies strive to be trusted corporate citizens and, as integral part of society, focus on fulfillment of their responsibilities to the societies and communities in which they operate. Key among those responsibilities to the societies is the commitment to providing branded products and services to the consumers of such products and services. They commit to consistent offer of value in terms of price and quality as well as ensuring that they are safe for their intended use. Accurate and proper labeling is maintained, so is advertising and communication of the attributes and benefits of the products and services on offer.

The communities who constitute the market for the products and services that business enterprises have to offer, however, deserve more. Attention to the environment is important not only in the continuous improvement of management of the impact of business processes on the environment but contributing to overall sustainable environment in a country. Business can forge partnerships with other stakeholders to promote environmental care, increase community understanding of environmental issues and disseminate good practice. This sharing for the public good including funding activities that preserve and improve the environment such as tree

Public Opinions ©

Plot 65, Bukoto Street-P.o Box 36733-Kampala-Uganda,Tel: +256 312 283 776, +256 712 936 206
Email:publicopinions@yahoo.com-Website: www.pubopinions.org

planting, protection of springs and rivers, provision of safe water and sanitation represent practical examples of a good corporate citizen.

Health and education services are other avenues through which business can give back to the community within which it operates. Contribution to the fight against diseases such as malaria and immunisable diseases is a positive way to touch lives of the communities.

Healthy people are a wealthy and productive people. In this lies a mutual benefit: higher productivity and bigger market for business on one hand and higher quality of life for the community. Support to education through scholarship, transfer of knowledge and technology accentuate human capital and support development of smaller businesses along the value chain. This creates jobs and increases incomes, effective demand and fuels further business development and returns on investment.

In view of the foregoing, it is evident that except for a few corporates, CSR is still in its nascent stages in Uganda. Corporates that are engaged need to engage even more and the majority of enterprises need to embrace the concept of CSR as a beneficial tool. By investing and giving back to the communities in which they operate, business enterprises not only enhance the sustainability of the society but also plant the seeds for their own enterprises propagation and sustainability. Major opportunities for corporate social responsibility lie but are not limited to the environment, health and education. Attention to these areas is vital for all round sustainable development for all stakeholders' i.e. business, employees, government and society as a whole.

Corporate Social Responsibility is not without challenges. The main one is the awareness of its value and importance. It is not a business liability but a valuable asset. It is not a responsibility to avoid but to embrace. Good corporate social responsibility enhances the reputation of a business enterprise and is a seed for its long term success. Going forward, I wish to encourage Uganda enterprises to embrace and practice good corporate social responsibility and utilize good practices from other countries whom it has served well. Some of these countries have corporates represented here and their good practices should be emulated. For those already practicing

Public Opinions ©

Plot 65, Bukoto Street-P.o Box 36733-Kampala-Uganda,Tel: +256 312 283 776, +256 712 936 206
Email:publicopinions@yahoo.com-Website: www.pubopinions.org

CSR, I urge you to do even more and spread it to your business associates. Increased Corporate Social Responsibility (CSR) can make a remarkable difference to sustainable development and quality of life. I encourage the private sector and business enterprises to embrace it with vigor for mutual benefit for business and society.

Public Opinions ©

Plot 65, Bukoto Street-P.o Box 36733-Kampala-Uganda,Tel: +256 312 283 776, +256 712 936 206
Email:publicopinions@yahoo.com-Website: www.pubopinions.org