

manner and is no care act in an irresponsible manner by hurting the sentiments of any religion. A special care is also required while producing or marketing a product so as not to disrespect religious feelings.

- 4) Responsibility for Social Concerns: A business must voluntarily serve for various social concerns relating to providing prudent solutions during national crisis, providing desirable resources towards the upliftment of the society, special economic support during the times of natural calamities like famines, droughts, earthquakes etc.

Social Responsibilities of Business towards different Publics:

A) Towards Customers:

- 1) Business had to provide good quality product at fair price to customers.
- 2) To ensure regular and sufficient supply.
- 3) To present actual qualities of the product in advertisement. Misleading advertising should not be done.