

Media Coverage

Publication	Date	Edition	Link	Headline
Csrmandate	29 July 2021	Online	https://www.csrmandate.org/genius-consultants-ltd-survey-finds-covid-specific-csr-approach-by-corporate-india-a-sincere-act/	Genius Consultants Ltd. Survey Finds COVID-Specific CSR Approach by Corporate India a Sincere Act

Highlights

Genius Consultants Ltd. Survey Finds COVID-Specific CSR Approach by Corporate India a Sincere Act

July 29, 2021

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National: India was just recovering from the impact of the first wave of the pandemic and gaining momentum during the first quarter of 2021. However, the devastating second wave in the country has impacted the nation and the people yet again. Many lost jobs, lives and livelihoods. During such times, many companies and organisations came forward with COVID-specific initiatives and CSR approach to support their employees, a family of employees and the community at large.

To measure the impact of such initiatives in the mind of the people and their lives, Genius Consultants Ltd, a leading HR and recruitment firm did a national survey. According to the survey, all 100 per cent of responders believe that the initiative by corporate to provide lifelong financial aid or taking care of the family of a deceased employee due to COVID-19 is a philanthropic benchmark created in the society

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