

UNIVERSITY OF MAKATI EMPLOYEES MULTI-PURPOSE COOPERATIVE: ITS CORPORATE SOCIAL RESPONSIBILITY

By: Dr. Norma David-Camunay

INTRODUCTION

With the advent of the new Cooperative Act of 2008, otherwise known as R.A. 9520, the University of Makati Employees Multi-Purpose Cooperative has embarked to strengthen and enhance its Corporate Social Responsibility (CSR) among its members. ¹ As the word Corporate Social Responsibility implies, it is a sense of responsibility towards the community and environment both ecological and social in which it operates by contributing educational and social programs, and (3) by earning adequate returns on the employed resources.² The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, CSR-focused businesses would proactively promote the public interest by encouraging community growth and development, and eliminating practices that harm the public sphere, regardless of legality. CSR is the deliberate inclusion of public interest into corporate decision-making, that is the core business of the company or firm, and the honouring of a triple bottom line: people, planet, profit.

Thus, the UMEMPC will not only adhere to but strongly and actively advocate the promotion of the CSR. It only means that the UMEMPC will not only be concerned with expansion, growth, and development of its businesses, but more so, it will focus on the wholistic personality of each members. This is one way of giving back to its cooperator-partners what is due to them.