

OFTEN GET TO THIS QUESTION IS SIMPLY THOUGHT PROVOKING. AND THE ANSWER IS "THE PURPOSE OF BUSINESS IS TO MAKE PROFIT". HMM... NOW IF THAT IS RIGHT, THEN ALL BUSINESSES IN THE CURRENT AGE ARE POOR BUSINESSES. LIKE HENRY FORD ONCE SAID, "A BUSINESS THAT ONLY MAKES MONEY IS A POOR BUSINESS". WHY? READ ON.

# What is the purpose of business?



Businesses could organise environmental friendly activities around their office or outlets and help clean the surroundings and create community involvement to heal the planet. You can create the legacy of a better world even as you go about your normal rou-

tine. Believe me, it is very simple.

*Jeroninio Almeida is the founder of iCONGO & Right every Wrong movement. He promotes the '100 most Caring & Ethical Businesses & Business leaders - Humane Capitalism Index'.*


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Social Responsibility has become  
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tail or hospitality chain can  
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and retail stores (Dr. Reddy's  
ill based training) as their  
ales staff thus creating employ-  
the community around them.



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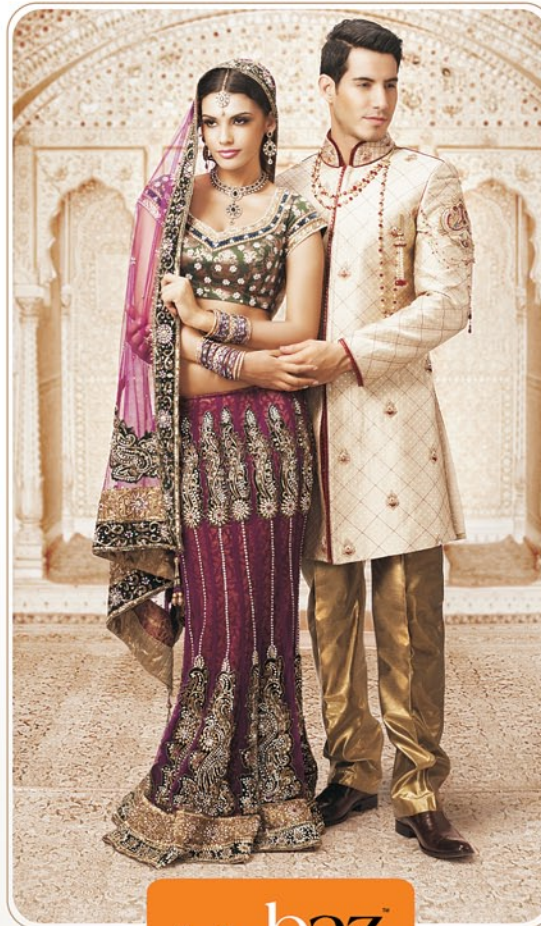
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