

**ASSIGNMENT NO.: MASS-2/2025 (TEE July 2025 and December 2025)**

**GUIDELINES**

1. **Planning:** Read the assignments carefully. Go through the self learning material on which they are based. Make some points regarding each question and then rearrange them in a logical order.

2. **Organization:** Give attention to your introduction and conclusion. The introduction must offer your brief interpretation of the question and how you propose to develop it. The conclusion must summarize your response to the question. Make sure that your answer is: logical and coherent; has clear connections between sentences and paragraphs, and; is written correctly giving adequate consideration to your expression, style and presentation.

3. **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission. Write each answer neatly and underline the points you wish to emphasize.

By following this structured approach, you will be able to produce well-organized and articulate responses to your assignments. This process not only aids in better understanding and retention of the material but also enhances the quality of your submissions.

<p><b>Please contact the Programme coordinator for any academic help / clarification</b> : massol@ignou.ac.in</p>
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**MSD-051: Fundamentals of CSR**

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**Course Code: MEDS-051**

**Maximum Marks: 100**

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**Note: This assignment is based on the entire course. Please answer in your own words; do not copy from the course material.**

**Answer all the questions. All questions carry 25 marks each.**

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1. Discuss the various perspectives of CSR within global context.
2. Elucidate the pivotal role played by the banking sector in mitigating poverty in India through its Corporate Social Responsibility (CSR) initiatives, providing pertinent examples to substantiate your discourse.
3. Critically analyse the role of microfinance in the lives of the poor.
4. Define community ownership and analyse the key strategies that should be adopted to develop community ownership.

NOTE:

- ANSWER MAY BE **HANDWRITTEN** OR **TYPED**
- UPLOAD AS SINGLE FILE IN 'PDF' FORMAT