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Corporate social responsibility — the best example



rate citizen in the story is
United Finance Company
(UFC).
The company has come up
with a distinctive idea of con-
structing a pedestrian bridge in
Wattayah. The company, I
believe, recognises the essence
of CSR. CSR, we know, is the
commitment of a business to
behave ethically, and to con-
tribute to sustainable develop-
ment by working with all
stakeholders to improve their

Social
CORPORATE
Responsibility (CSR) has
become an international norm
emphasising the importance of
human and social capital for
sustainable development.
Are the so-called bosses of
corporate entities in Oman
really recognising the signifi-
cance of CSR? In general, the
answer is a 'Big No'. In spite
of this, one of the corporate
citizens in Oman rose to the
occasion. The dynamic corpo-

lives in ways that are good for
the society at large.
We salute UFC, its board

of directors and the competent
management for rightly recog-
nising the importance of CSR

at a time when the nation cele-
brates its 37th National Day.
UFC will construct the
pedestrian bridge in Wattayah.
The architectural and structur-
al drawings, I understand,
have been submitted to
Muscat Municipality.
Approval from the authorities
is expected any time from
now. We understand that the
pedestrian bridge, is a steel
and concrete structure.

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It is about 25 metre in length, and will be constructed opposite the new corporate office of UFC in Wattayah.

The proposed bridge, no doubt, would serve the people, who want to cross the roads. The absence of a bridge in this area has resulted in quite a few accidents and deaths in the past. This bridge would be a boon to the people in Wattayah and would increase the mobility between two sides along the highway. Moreover, the increased commercial activity along the service roads in Wattayah would certainly be benefited from the bridge. The bridge would have similar characteristics of the bridge in Al Khuwair, opposite ministry buildings. UFC's commitment to serve the people of Oman deserves praise. Traditionally, corporate entities believe that they are not responsible for finding solutions to challenges: social development, security, environmental quality and human rights. But things have changed, and it's always better for the private sector to be part of the solution rather than part of the problem. CSR principles make companies emerge environmentally sound and socially responsible. The importance of creating partnership between the public and private sectors has increased. The need of the hour is to develop new types of partnership between companies and their secondary stakeholders — communities, governments, non-governmental organisations and the general public. Corporate leaders of the future, according to management gurus, will be those companies that base their mission and strategies around creating, measuring and managing value. UFC's initiative, I'm sure will create a serious sense of responsibility among corporate citizens in Oman on how CSR can be integrated into today's business practices.

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