

Sustainability and Corporate Social Responsibility (CSR): Responsible Consumption and Production

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Abstract: *The integration of Responsible Consumption and Production (RCP) within Corporate Social Responsibility (CSR) frameworks. As the world faces escalating environmental challenges, businesses are increasingly tasked with adopting sustainable practices that minimize resource use and waste generation. RCP serves as a guiding principle, urging organizations to rethink their production processes, supply chains, and consumer engagement strategies.*

The paper highlights successful case studies demonstrating how companies can implement RCP initiatives to enhance sustainability, foster innovation, and improve brand loyalty. By prioritizing responsible practices, businesses not only contribute to environmental conservation but also unlock economic opportunities, aligning with the United Nations Sustainable Development Goals (SDGs).

Keywords: Corporate Social Responsibility (CSR), Sustainable Practices, Resource Minimization, Waste Reduction, Production Processes, Supply Chain Management, Consumer Engagement, Innovation, Brand Loyalty, Environmental Conservation, Economic Opportunities