

# Review of: "NPO vs CSR: Will CSR eliminate the need for NPOs? The case of companies limited by guarantee in the UK"

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The article makes a strong case for Organisational CSR vs NPO (not for profit). Article is well written and makes valid points. I believe that an Organisational CSR will be able to succeed only if its objectives match that of the social objectives of the project (say education, health). I would argue that an organisation is meant for profits and would invariably look to make profits even in a CSR project. However, for an NPO, profit is never an objective, hence the goals of an NPO will always align with CSR objective. It is possible for both organisation and NPO to have competent persons to execute CSR project but, according to me, the goal and objective mismatch for organisation (profit vs CSR) will hamper its success. This is not the case for NPO, so it will succeed even with less resources based on focus and single minded goal.