

particular move gave Byju's that extra popularity. Further, it became the title sponsor of India's biggest cricket cum entertainment event, i.e.; The IPL (Indian Premier League).

Conclusion:

In a digital world, when we are increasingly dependent on technology, it becomes very important that we use it in a productive way. Here comes a few startups who, through their deep understanding of their potential markets blended with cunning marketing strategies are able to become market leaders. The success story of Byju's is a glaring example of how a small company ultimately turned out into a brand in itself.

And after all, the digital world is open to everyone. But what is required is an understanding about the basics of marketing tools and the right selection and their careful application.

Byju's is a perfect fit into this category. It has put all the practices of marketing communication in right places. It has carefully planned for the needs of the students both through content as well as dynamic presentation. On the other hand it has dual strategies for parents. They first scare the parents about the loopholes of their kids and their long term repercussions and then promoting their products.

For marketing, byju's followed different approaches. They included everything right from sponsoring sports events to emotional advertisements for parents and teachers.

In any case, Byju's has emerged as a market leader and will remain a milestone in the field of online education.

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CHAPTER ELEVEN

Innovative way towards Sustainable Business development through Corporate Social Responsibility in India

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Introduction:

Corporate Social Responsibility initiatives are not only about charity but decoding these ideas into functional business approaches. Corporate Social Responsibility decisive efforts does not only relate to contributing funds but it talks about assimilating social and ethical performs into business strategies that help the consumer in generating a positive brand image. With the upsurge in Corporate Social Responsibility consciousness some companies endorse a very basic sympathetic of corporate governance and ethical standards.

What is CSR?

- **The global context**

There may be no single collectively accepted definition of CSR, every definition that currently are in use underpins the influence that businesses have on society at large and the societal expectations of them. Although the heredity of CSR lie in humanitarian activities (such as donations, charity, relief work, etc.) of corporations, globally, the concept of CSR has evolved and now encompasses all similar concepts such as **triple bottom line, corporate citizenship, philanthropy, strategic philanthropy, shared value, corporate sustainability and business responsibility.**