

(true copy)

2316

PRIME MINISTER

1090-PNH/69

November 16, 1969

Dear Shri Masani,

I have your letter of the 9th October, 1969, regarding the social responsibilities of business. I had heard of the Delhi Seminar of March, 1965, but was disappointed that it did not make much positive impact on the business community. If my Madras speech acts as a catalyst, it would be all to the good. Later in Bombay, I spelt out, in some detail, certain specific directions in which enlightened sections of the business community could demonstrate their awareness of their obligations to society. The avoidance of tax evasion and conspicuous consumption and rigorous enforcement of proper standards of quality, particularly in respect of food and drugs through voluntary action - these/constitute a minimum and feasible programme on which the business community could put in some concerted efforts. Such a programme would improve the public image of business men and would be in their own long term interest. /could

Yours sincerely,

sd/-

(Indira Gandhi)

Shri M.R. Masani, M.P.,
2 Tughlak Road,
New Delhi.

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