

'Corporate Social Responsibility is a great risk mitigation measure in Business'

Two-day conference on CSR begins at SDM-IMD



Mysuru, Nov. 13 (AAA) - A two-day conference on 'Corporate Social Responsibility - Approaches and Practices for Inclusive Growth' organised by Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDM-IMD) began this morning at SDM-IMD Auditorium in Siddarthanagar.

This conference is part of SDM-IMD's endeavour in the emerging field of Corporate Social Responsibility (CSR) in the background of changes introduced by the government that encourage corporate involvement in social responsibility initiatives.

The conference was inaugurated by Dr. N. R. Parasuraman, Director, SDM-IMD.

Chief guest J.P. Haran, Managing Director, Tata Consulting Engineers, who delivered the keynote address, spoke on various topics related to CSR such as 'Why is Social responsibility important for a Corporate?', 'The connection between CSR and Corporates'.

Stating that "Corporate Social Responsibility is a great risk mitigation measure in Business," Haran urged the Corporates to ensure that 2% of their profit contributed towards CSR activities, reach the needy people.

Eminent personalities who are attending the conference as speakers and panellists are: Shachi Irde, Executive Director - Catalyst India WRC; Dr. Mad-

humita Chatterji, Director, IFIM Business School; Priti Parekh, Senior Managing Director - Copal Amba; Dr. B.R. Pai - Chairman, Vijaya Foundation; Mr. Sundarshan, Consultant Company Secretary; Joseph Sunil - Tata Consultancy Services and Dr. L.H. Manjuanth, Executive Director - SKDRDP.

Dr. H. Gayathri, Conference Chair and Dy. Director, SDM-IMD, Dr. M.R. Suresh and Prof. Govinda Sharma of SDM-IMD, delegates from various Colleges and Universities were present.

The valedictory address will be delivered by E.S. Chakravarthy, Centre Head, Bangalore, Tata Consultancy Services tomorrow at 4.30 pm.